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NATIONAL
COMMUNICATIONS
PLAN



U.S. Department
of Transportation
**National Highway
Traffic Safety
Administration**

400 Seventh Street, S.W.
Washington, D.C. 20590

February 2006

Dear NHTSA Partners:

We are very excited to introduce and share with you NHTSA's 2006 integrated National Communications Plan.

While this document remains dynamic and will continue to change as new challenges and opportunities arise, we wanted to share this with you and our many other partners in advance so you will know what our plans are and to coordinate our work more closely since what we can do collectively is so much more powerful and effective than what any of us could do on our own.

In addition to our major national "Click It or Ticket" enforcement mobilization and the unveiling of a new high visibility enforcement timeline for our national impaired driving crackdown during 2006, our year-round messaging strategy again focuses heavily on leveraging the special media attention and public focus already surrounding key holidays and national events throughout the year. The goal is to use these preexisting events to help keep our core messages in front of our target audiences as often as possible.

These promotional ideas are offered only to support and assist you and other state and local partners in developing your own promotional programs and activities. It is our hope that you will review the themes and activities provided in this plan, and then tailor these ideas and resources to fit your own unique marketing objectives, situations and needs.

In addition to sharing this plan with you, we will also be offering regular updates, support materials and helpful tips online for your timely retrieval and use in advance of each calendar event through a new NHTSA communications Web site, www.TrafficSafetyMarketing.gov.

We hope you will join with us in promoting these important occupant protection and impaired driving messages year-round.

Once you review this plan, please feel free to contact our team should you have any questions or need any additional information. We are very pleased to partner with you as we work together to save more lives and prevent more injuries on our Nation's highways. Thank you in advance for your continued help and support.

Sincerely,

Susan Gorcowski
Associate Administrator
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400 Seventh Street, S.W.
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Introduction and Overview

Defining the Challenge

Despite tremendous life-saving gains since the enactment of federal motor vehicle and highway safety legislation in the mid-1960s, the annual human, financial and emotional toll of traffic crashes in America remains tragically high.

In 2004, more than **42,000 people** died in highway crashes

- **117 Americans** each day
- **One victim** every 12 minutes
- **Six children** (3-14) died every day
- **Number one** cause of death for children

More than 42,000 people died in highway crashes across America during 2004. That's an average body count of more than 117 Americans each and every day – who did not have to die – or nearly one victim every 12 minutes.

In the U.S. today, traffic crashes remain the leading cause of injury deaths – and the eighth leading cause of death overall. And sadly, motor vehicle crashes remain the number one cause of death for Americans between the ages of 3 and 33.

Recent research also confirms that minorities are over-represented in motor vehicle crashes. Motor vehicle crashes are among the leading causes of death for

African-Americans through the age of 29. Among Hispanics, motor vehicle crashes are the leading cause of death for those ages 3 to 34.

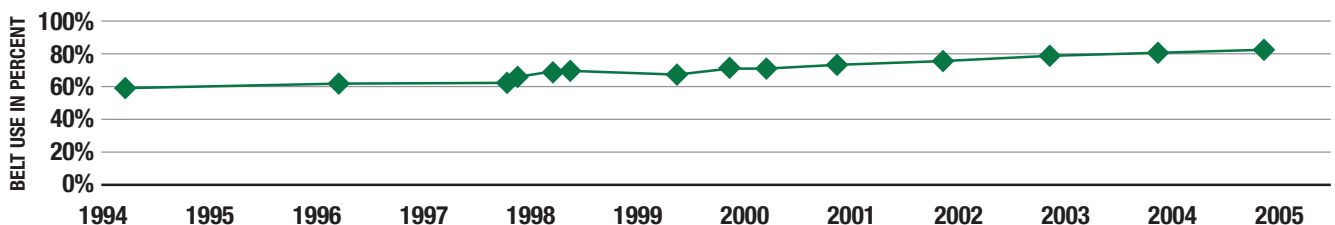
But progress is being made. Safety belt use in America has reached 82 percent – a record high. Since 2000, safety belt use in America has increased by 11 percentage points. NHTSA estimates that 15,434 lives were saved just in 2004 by the use of safety belts. If ALL passenger vehicle occupants over age 4 wore safety belts an additional 5,839 lives could have been saved.

Much more needs to be done to reach the 18 percent who are not buckling up. Pickup truck drivers and passengers,

especially young males, are notorious for not buckling up. Belt use among rural motorists trails the national average by 3 percentage points. A recent study by the Federal Motor Carrier Safety Administration showed that only 48 percent of large truck and bus drivers buckle up. Belt use among teenagers and young adults (age 16 to 24), both males and females, falls behind the national average by 3 percentage points.

Just as alarming, six children, age 14 and younger, were killed on average, every day, in motor vehicle crashes in the United States during 2004 – and traffic crashes remain the number one cause of death for children of every age from 3 to 14.

Safety Belt Use, 1994 - Present



	Oct-94	Oct-96	May-98	Jun-98	Oct-98	Dec-98	Dec-99	Jun-00	Oct-00	Jun-01	Jun-02	Jun-03	Jun-04	Jun-05
Belt-Use	58%	61%	62%	65%	69%	70%	67%	71%	71%	73%	75%	79%	80%	82%

Source: National Occupant Protection Use Survey, NHTSA's National Center for Statistics and Analysis

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Yet, research shows child safety seats reduce fatal injury for infants in passenger cars by 71 percent – and for toddlers (1 to 4 years old) by 54 percent. In 2004, an estimated 451 children under the age of 5 were saved as a result of effective child restraint use.

The big challenge now is increasing booster seat use among kids ages 4 to 7. Children who have outgrown their child safety seat, but who are still under 4' 9", are safer sitting in a booster seat. Yet, a staggering 80-90% of all children in the United States who should be restrained in a booster seat are not.

Progress is also being made in reducing impaired driving. Between 2003 and 2004, the number of alcohol-related fatalities on our roadways dropped by more than 2 percent to 16,674. There were reductions in alcohol-related fatalities in both the higher and lower blood alcohol concentration (BAC) levels. And after several years of little change, alcohol-related traffic fatalities have dropped 5 percent since 2002.

Our overriding objective is clear: to reduce death and injury from crashes on our nation's highways. To do that, we must increase the number of people regularly using safety belts and decrease the number of impaired drivers on our nation's roadways.

But sadly, nearly one-third of our youngest drivers (ages 15 to 20) killed in motor vehicle crashes had been drinking. And 24 percent of those young drivers who were killed had a BAC of .08 or higher.

To make matters worse, of those young drivers (ages 15 to 20) who had been drinking and were killed in crashes, 74 percent were not wearing safety belts.

Strong laws and enforcement are key to saving lives, but so are our shared national, state and local communications efforts. Thousands of these crashes, and the fatal, financial and emotional impacts that result from them, could be prevented through an increase in the regular use of motor vehicle safety belts and a significant reduction in the number of impaired drivers on America's highways.

The Goal Is Clear – Saving Lives

Our overriding goal is clear: to reduce death and injury from crashes on our nation's highways.

To do that, we must increase the number of people regularly using safety belts and decrease the number of impaired drivers on our nation's roadways.

In fact, if we were able to increase national safety belt use to 90 percent, an estimated additional 2,200 lives could be saved each year. It is estimated that for each 1 percent increase in the national safety belt use rate, we could annually save nearly 270 lives and over \$800 million in economic costs.

Moreover, if we can continue to reduce the impaired driving rate by even a small percentage each year, we can save thousands more lives.

Therefore, our communication priorities are clear: to set in motion a series of public communication tactics and activities needed to significantly increase national safety belt use and to significantly reduce impaired driving in America.

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The National Communications Plan

The following represents an integrated national communications plan in support of increased safety belt use, including child passenger safety, and the reduction of impaired driving for calendar year 2006.

It is designed to help us focus and achieve our national communication goals as we seek to boost public awareness of these critical issues, but most importantly, to help us encourage the public to regularly use their safety belts, put their children in appropriate child safety restraints and stop driving while impaired.

The plan's aim is not merely to communicate broad messages to the public, but to proactively support policies and program efforts that encourage, create and achieve measurable behavioral change to save lives.

The Disciplined Process



Effective highway safety communications come from good data and smart and savvy programmatic strategies. And, of course, smart programs start with reasoned, sound policy.

After many years of trying numerous approaches to reach and persuade the public to change negative behaviors on the highways, we clearly know what works.

The combination of high visibility enforcement with an intense flurry of paid advertising and publicity about that enforcement creates the heightened awareness and

actual behavioral change we need to save lives.

The intent of this plan, therefore, is to deploy a series of year-round integrated marketing communications activities that build upon, leverage and maximize the impact of our major enforcement and advertising campaigns (the national “Click It or Ticket” mobilization and our new high visibility enforcement crackdown on impaired driving.)

These bridging events and activities are centered around key national holidays and events already in the public and media consciousness in a way that helps boost the year-round awareness and the impact of our core highway safety campaign messages.

The plan that follows is built upon two separate programmatic tracks – impaired driving and occupant protection – but with ONE integrated, year-round calendar of synergistic tactics and activities. We believe these new tactics and activities will not only help expand our efforts, but will hopefully help unite our broad network of advocates, alliances and partnering organizations to amplify the collective national message.

Building Strong Brands

If we are to learn from professional big-brand corporate marketers, sticking with and continuously building strong brands like “Click It or Ticket” and *Friends Don’t Let Friends Drive Drunk*, as instantly recognizable national, state and local highway safety brands is critically important to our effectiveness in actually changing public behavior, for several reasons.

Marketing experts tell us that achieving and maintaining national brand status and instant brand recognition requires: 1) consistency in presentation, and 2) broad geographical coverage.

Our consistency on “Click It or Ticket,” for instance, has paid off by convincing more people to buckle up. That consistency has also helped build and sustain the new social norm of always buckling up, reinforcing and complimenting that appropriate behavior.

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Broad geographical coverage makes the brand pervasive. In our highly mobile nation of movers and travelers, the more people see, hear and recognize the “Click It or Ticket” and *Friends Don’t Let Friends Drive Drunk*. brands – wherever they may be in America – the more powerful and meaningful the brands’ status becomes.

Obviously, we cannot promote a high-visibility enforcement crackdown every day, everywhere, and be credible. Our law enforcement partners cannot be expected to sustain it, it is also too expensive to buy paid media year-round, and the press typically will not cover the same story over and over again in consecutive media cycles.

But we also know that promoting an enforcement campaign without real enforcement is like Burger King not really letting their customers’ have their burgers “their way.” Eventually, the public will just stop buying it. Without real enforcement, the word will quickly get out that we are “crying wolf.”

Unfortunately, “message discipline” is sometimes wrongly interpreted as saying the same line every day, everywhere. But knowing when NOT to use a brand is just as important as using it consistently. Overuse of a strong brand like “Click It or Ticket” can actually be counterproductive and less cost-efficient than just deploying it periodically when strong enforcement is truly present.

Using an Enforcement and Social Norming Mix

A good approach to bridging the media gaps between national mobilizations and crackdowns is to launch an appropriate mix of enforcement and social-norming initiatives to extend our core highway safety messages. Our goal is to create peaks and valleys in our communications program – and to hit our highest peaks during our primary mobilizations and crackdowns, when we are deploying what we know works best in changing behavior: the combination of high visibility enforcement with strong paid media and publicity about that enforcement.

Between these times, using other nationally recognized nonenforcement brands like Buckle Up America and *Friends Don’t Let Friends Drive Drunk*. provides an

opportunity to extend our core safety messages while not oversaturating the use of our enforcement messages.

Embracing social norming messages also allows us to look for marketing alliances with sports organizations and other corporations already branded and important to our targets. Such organizations might not always be comfortable spending their resources to aggressively promote a strong enforcement message to our targets and their customers. A year-round mix of enforcement and social norming messages helps us avoid these conflicts.

Creating Real Behavioral Change

The plan recognizes the lessons we’ve learned from past experiences: integrated marketing communication campaigns that combine strong mass media advertising with strong enforcement, significant publicity about that enforcement, and strong community action and interpersonal approaches by grassroots coalitions and activists work best in creating real behavioral change.

Preventive behavioral change is very difficult to achieve through advertising alone because the motoring public are being asked to alter their behaviors – which may run counter to their habit or their perceptions of the threat level.

Research has shown that publicity without enforcement may run the risk of not being credible, but enforcement without publicity has too little reach or impact to truly alter behaviors or create real social change.

Moreover, we have learned that segmenting and designing initiatives to reach out to highly defined target audiences is the best way to achieve maximum behavioral change.

Targeting the Right Audiences

This plan has been developed after a thorough review and analysis of the extensive existing research to help segment and target the key audiences.

By carefully segmenting the target audiences psychographically as well as demographically, and then using multiple media, paid and unpaid, to deliver simple and direct messages over and over again, we can best gain

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the target audience's attention and hopefully create and sustain new behavioral change.

reports cover all aspects of highway safety, including impaired driving and occupant protection.

Our messages must convince the target audiences that there are sufficient benefits, or consequences, to outweigh their existing beliefs, habits and barriers that prevent behavioral change.

Our messages must convince the target audiences that there are sufficient benefits, or consequences, to outweigh their existing beliefs, habits and barriers that prevent behavioral change. That's why our messages must also track with and support good program and enforcement activities.

Our aim is to understand and respond to the targets' pre-existing knowledge, beliefs, values, motivations, perceived constraint and willingness to hear, accept and process our campaign messages. We must also understand the preferred dissemination channels to best and most cost-effectively reach those targets.

Once defined, the target audiences must then be repeatedly exposed to our core campaign messages throughout the year to help the targets internalize the desired attitudes. That's why recurring bridging activities are so important, and why sustained, explicit and repetitive direct messages are needed to maximize the impact of our messages.

To help guide our planning, numerous research sources and reports have been used, including these:

Traffic Safety Facts reports and fact sheets published annually by NHTSA's National Center for Statistics and Analysis (NCSA). NCSA compiles, analyzes and reports comprehensive data regarding highway safety based on two primary sources: the Fatality Analysis Reporting System (FARS) and the National Automotive Sampling System - General Estimates System (NASS-GES). NCSA

National Occupant Protection Use Survey (NOPUS), an annual observation study to measure safety belt use rates. Selected demographic variables are included in the analyses and reports. NOPUS is NHTSA's only probability-based survey that observes belt use on the road in the U.S.

NOPUS is conducted by NCSA.

Motor Vehicle Occupant Safety Survey (MVOSS), a biennial national telephone survey on occupant protection issues. MVOSS data are analyzed and reported according to a variety of demographic, behavior-based and attitude-based variables by the Program Development and Delivery.

Prevention of Impaired Driving: Research and Recommendations, a report regarding impaired driving target audiences prepared in 2002 by Porter Novelli. This report covers the culmination of a multiphase research project that encompassed (1) a secondary research review of literature identifying high-risk impaired driving populations, (2) focus groups with professionals in the hospitality and related industries where alcohol is served/sold, (3) target audience profiling using data from Simmons National Consumer Survey of American Consumers, and (4) analysis of FARS data.

PRIZM geo-demographic lifestyle segmentation system (from Claritas, Inc.). The proprietary PRIZM model segments the U.S. population into 62 distinct clusters

Traffic Safety Facts 2004

<http://www-nrd.nhtsa.dot.gov/pdf/nrd-30/NCSA/TSFAnn/TSF2004EE.pdf>

National Occupant Protection Use Surveys (NOPUS)

<http://www-nrd.nhtsa.dot.gov/pdf/nrd-30/NCSA/RNotes/2005/809932.pdf>

Motor Vehicle Occupant Safety Survey (MVOSS)

<http://www.nhtsa.dot.gov/people/injury/research/2003MVOSSVol4/images/1779EMS.pdf>

Prevention of Impaired Driving: Research and Recommendations

<http://www.nhtsa.dot.gov/cars/rules/regrev/evaluate/809815.html>

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based on combinations of geography (defined specifically as zip codes or census tracts), demographic variables, lifestyle preferences, media preferences and product preferences. From a database that we provide (for example, zip codes where fatal crashes involving pickup truck drivers occurred), the PRIZM system segments the database into the 62 different geo-demographic lifestyle clusters. In addition to identifying the highest priority clusters for the overall database, each cluster's profile provides useful, actionable information about the lifestyle, media and product preferences of the people falling within it.

Numerous other NHTSA-sponsored research studies and reports have been consulted and referenced.

Overcoming Inherent Social Norming Challenges

Social norms are the accepted ways of thinking, feeling and behaving within a certain group. They serve as guides for peer behavior and help express group identity. Impacting or altering these social norms is not always easy and can be a slow process. That's why social norming marketing programs have traditionally faced some serious hurdles:

1. Lack of funding for the marketing effort often results in a reliance on PSAs (public service announcements) and media relations rather than paid advertising. The success of these campaigns is left in the hands of the media. The result is campaigns in which the PSAs run in time periods with low audience ratings. The reach and frequency achieved against the target audience are not sufficient and the desirable awareness levels are not obtained.
2. There are often multiple organizations and coalitions sharing a common goal of changing target audience behavior in a certain way. Typically, these organizations' marketing communication programs are underfunded and uncoordinated. As a result, these organizations must rely on each other to help create awareness.

Yet their communications programs are uncoordinated with one another and the overall marketing effort is noncohesive.

3. Social norming campaigns are typically sponsored by government or nonprofit organizations that have little or no actual marketing experience. The communications programs are intended to increase awareness among the public, and although some of these programs do succeed in achieving that goal, many fail to actually change behavior. Behavioral changes are achieved more readily when the emphasis is placed on marketing rather than communications. Marketing programs must be fully integrated. But due to lack of marketing expertise, many communications programs fail to achieve the desired results.
4. Underfunding of marketing communications programs is common among government and nonprofit organizations that have social norming goals. Therefore, the communications programs are usually of short duration, as are the awareness levels achieved among the public. Quite often momentum is lost as soon as the campaign is over due to inability to deliver a year-round message. The target audience then reverts back to the behavior the communications effort was intended to change.

We want to overcome these hurdles by taking an even more comprehensive, integrated and aggressive marketing approach to increasing safety belt and child passenger safety seat use and reducing impaired driving fatalities. The strategies we've developed are based on a thorough study of the target audiences and how they think and act in their decisions relative to impaired driving and the use of safety belts and child passenger safety seats. These strategies, when fully implemented, will result in a year-round, fully integrated marketing program – one that is, hopefully, fully supported and embraced by our many national, state and local marketing partners.

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Unifying the Partners

We hope that through the proactive development of this national plan, many more of our national, state and local partners will join us in participating in this recommended year-round calendar of activities.

We have always collaborated through key alliances, coalitions and partnerships to amplify our national messages, expand our reach and boost the critically important face-to-face educational and interpersonal communication of our messages to create the kind of tangible social and peer pressure needed for real behavioral change.

This plan, through its integrated calendar of events, recommended activities and pre-designed series of themed event planners and support materials, will hopefully provide even more tangible marketing support for our many national, state and local partners as we collectively work to boost the regular use of safety belts and child passenger safety seats and decrease the number of impaired drivers on our roadways.

National Outreach with Local Support

The intent of this national communications plan is to provide partners with the materials needed to generate a steady stream of earned media and promotional activities resulting in news coverage and public exposure across the nation to influence as many Americans as possible to always wear their safety belts and to never drive impaired.

By advancing this year-round communications program, we also hope to assist and create added momentum and coverage for the earned media programs and activities being deployed by state and local partners seeking these same programmatic objectives.

In addition, we intend to make available to our partners, through a new NHTSA Communications web site, www.TrafficSafetyMarketing.gov, as well as www.StopImpairedDriving.com and www.BuckleUpAmerica.org, more helpful marketing tips, as well as materials and information centered around the calendar events selected

for special emphasis in this plan. Some specifics related to these earned media and marketing planners are identified and outlined in the impaired driving and occupant protection sections that follow.

NHTSA will also offer our partners culturally appropriate resources and materials to help reach out to African-Americans and newly arrived Latinos who may not be reached with sufficient frequency through the general media to counter their relatively high impaired driving and low safety belt usage rates.

In addition to marketing materials centered around the major mobilizations, crackdowns and calendar events, NHTSA will also from time to time develop and post other miscellaneous collateral and earned media materials in support of important program activities.

And when needed, NHTSA is also prepared to offer technical advice and support to our partners in support of these many important outreach efforts.

Strategic Summary

In summary, the following represents many of the guiding principles and strategic objectives we have utilized in forming this national plan:

1. Through aggressive enforcement activities, paid media advertising and media publicity, continue to build high levels of public awareness and behavioral change during the "Click It or Ticket" national mobilization and the new high visibility enforcement impaired driving crackdown.
2. Use research to further define the target audiences and their perceptions on impaired driving and safety belt use.
3. Build awareness between national mobilizations and throughout the year with a series of calendar-specific marketing events supported by national media relations and aggressive grassroots marketing programs to reach these target audiences.

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4. Develop, test and deploy a new campaign themeline during the first half of 2006 in support of national high visibility enforcement activities to combat impaired driving.
5. Provide state and coalition partners with this national plan, additional research information, more calendar-driven planners and new year-round campaign activities and marketing tools to help them develop more communications activities coordinated with our national marketing program.
6. Establish a new NHTSA national communications web site to increase the timeliness, helpfulness and utilization of our recommended messages and materials by our many national, regional and local partners.
7. Use more guerrilla marketing approaches and non-traditional media to drive our messages during the calendar-driven marketing events that take place between the national enforcement mobilizations and crackdowns.
8. Explore opportunities with corporate partners to provide significant new promotional support for safety belt and impaired driving initiatives.
9. Create, leverage and expand new sports marketing partnerships to better reach the often-tough-to-reach males age 21 to 34 target audience.

Staying Focused and Coordinated

After significant review, discussion and refinement, this national communications plan is intended to guide and keep us focused on our activities in support of our existing major mobilizations and crackdowns, on major coalition and partnership initiatives and on a new year-round calendar of national communication tactics and bridging activities.

We also hope this plan will help our many highway safety partners simultaneously and synergistically focus with us around these events and around the ongoing series of simple, direct and consistent national messages we believe will help us best reach and motivate our target audiences.

If successful in mobilizing such a well-planned, coordinated national communications approach, we are confident we can achieve even greater success in creating real measurable change across America in reducing impaired driving and increasing the regular use of safety belts and child passenger safety seats.

Impaired Driving

Overview

Despite the tireless efforts of thousands of safety advocates and law enforcement officials, more than 16,500 citizens lost their lives in alcohol-related traffic crashes during 2004 – representing nearly 40 percent of all traffic fatalities in the U.S last year.

Nearly 13,000 fatalities in 2004 involved a driver or a motorcycle operator with an illegal blood alcohol concentration (BAC) level of .08 or higher.

In addition, an estimated 248,000 persons were injured in crashes during 2004 where police reports indicate alcohol was present. That means one American is injured approximately every two minutes in an alcohol-related crash somewhere in the nation.

After declining in the 1980s and early 1990s, the number of alcohol-related fatalities on the nation's highways each year remained essentially the same for a decade, but fortunately, alcohol-related fatalities have dropped the last two years. In fact, 32 states plus the District of Columbia showed a drop in alcohol-related fatalities in 2004 from 2003.

Even so, clearly much more work must be done:

- Impaired driving is still one of America's most often-committed and deadliest crimes. According to the FBI's Uniform Crime Report, more than 1.4 million people nationwide were arrested in 2003 for driving under the influence;
- The highest percentage of drivers in fatal crashes with BAC levels .08 or higher was among drivers 21 to 24 years old;
- NHTSA's data also show that motorcycle operators have the highest incidence of drunk-driving related fatal crashes. In 2004, motorcycle operators accounted

Impaired Driving Facts

- More than **1.4 million people** were arrested nationwide in 2003.
- **21 to 24 year olds** were the highest percentage group involved in fatal crashes with **BAC levels of .08 or higher.**
- The rate of alcohol involvement in fatal crashes is **3 times** higher at night.

for 27 percent of all fatal crashes involving BAC levels of .08 percent and higher. (Impaired drivers of passenger cars and light trucks accounted for 22 percent and 21 percent, respectively, in comparison.)

- The rate of alcohol involvement in fatal crashes is more than three times higher at night than during the day (60 percent vs. 18 percent). For all crashes, fatal and nonfatal, the alcohol involvement rate is five times higher at night;
- Weekends are particularly dangerous. In 2004, 30 percent of all fatal crashes during the week were alcohol-related, compared to 51 percent on the weekend.

Alcohol-related fatalities as a percentage of all traffic fatalities jump dramatically during national holidays and celebrations. New Year's Eve, Memorial Day, Labor Day, Christmas, St. Patrick's Day, Super Bowl Sunday, Halloween and Thanksgiving weekend are all very deadly times of the year due to impaired drivers.

That is why this plan, in addition to developing and unveiling a new high visibility enforcement campaign for 2006, features several other special enforcement and social norming messages around strategically important dates on the calendar.

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This plan is intended to provide strong strategic communications support for a multi-pronged strategic approach being deployed to combat impaired driving. An aggressive communications program is but one leg of a four-legged stool that also includes highly visible enforcement, screening, intervention and treatment, and prosecution and adjudication.

Strategic Summary

The National Highway Traffic Safety Administration (NHTSA) intends during the first half of 2006 to develop, test and deploy a new enforcement campaign theme line in support of national high visibility enforcement activities designed to combat impaired driving.

The new theme line is being developed to take full advantage of a projected \$18 million in paid national advertising available during 2006 in support of state and local drunk driving enforcement and prevention activities.

The new campaign theme will replace *You Drink & Drive. You Lose.* which NHTSA and state and local partners across the nation have been using in support of enforcement activities since 1999.

NHTSA had intended to replace *You Drink & Drive. You Lose.* at the end of 2006, but has accelerated the development, testing and deployment of a new theme line for two reasons:

1. Congress has authorized an additional \$8 million of paid national advertising during 2006 in support of state and local law enforcement activities. This is in addition to the \$10 million NHTSA spent last year and intended to spend this year for paid national advertising during the annual Labor Day national enforcement crackdown. The additional funding will permit NHTSA, for the first time, to also buy heavy national

Aggressive communications is only one part of a successful program – it must also include highly **visible enforcement, screening, intervention and treatment, and prosecution and adjudication.**

paid advertising in support of drunk driving enforcement activities during the dangerous holiday season (December 2006). Accelerating the development and deployment of the new theme line helps NHTSA take full advantage of these new resources and jump-starts the process of building a strong new national enforcement brand to help stop impaired driving;

2. NHTSA is also accelerating the roll-out of the new theme line in response to recent concerns raised by the Automobile Club of Southern California over the continued use of *"You Drink & Drive. You Lose."* Although NHTSA has utilized *You Drink & Drive. You Lose.* since 1999, the Automobile Club of Southern California first trademarked the phrase in 1997 and has recently notified NHTSA of the trademark.

The new enforcement campaign theme line will be unveiled in early May 2006. Creative executions will be available the following month. NHTSA will continue to provide state technical assistance and will retag the national television campaign for states upon request.

NHTSA will have a licensing agreement with the Auto Club of Southern California that will allow states to continue to use their existing stock of *You Drink & Drive. You Lose* materials. If states produce new materials, attribution must be given to the Automobile Club of southern California. A copy of the draft licensing agreement is attached.

This roll-out plan will put the new impaired driving prevention theme line fully in place before the planned

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2006 national impaired driving enforcement crackdowns during the August/Labor Day period – and December/Holiday season.

Throughout 2006, we will also implement an impaired driving marketing program with a series of year-round messages.

The cornerstone of the program, as noted above, is the development of a new high visibility enforcement campaign for the Labor Day period, with new support for the year-end holiday season that includes paid national media advertising and national earned media activities to support the events. Interspersed around these paid media periods will be a series of calendar-driven marketing events that will promote our messages year-round.

Understanding the Target Audiences

Primary Audience During the Enforcement Crackdown

During the new high visibility national enforcement

crackdown, the primary target audience will continue to be men ages 21 to 34. Assessments of past crackdown efforts have shown that targeting this high-risk demographic group for paid-media buys during enforcement campaigns resulted in favorable outcomes.

Target Audiences During Non-Crackdown Periods

While the national enforcement crackdown serves as the cornerstone for our communications efforts, most of the year there is no national enforcement blitz or national advertising effort underway. During these periods we will address other sub-segment targets. These segments are based on extensive research by Porter Novelli. Four segments will be primary, two will be secondary, and one tertiary.

A brief description or profile of each of these target groups is outlined below to help us better understand who they are, how to reach them and some preferred ways to help motivate them.

Impaired Driving

PRIMARY SEGMENT #1 – “RISK TAKERS”	PRIMARY SEGMENT #2 – “BLUE COLLARS”	PRIMARY SEGMENT #3 – “COLLEGE STUDENTS”	PRIMARY SEGMENT #4 – “HIGH SCHOOL STUDENTS”
<p>Demographics</p> <ul style="list-style-type: none"> Men, ages 18-29, single, without children 	<p>Demographics</p> <ul style="list-style-type: none"> Men, ages 25-35, low disposable income, low level of education, blue-collar occupations 	<p>Demographics</p> <ul style="list-style-type: none"> Men and women (male skew), ages 18-22, living in apartments or other rental housing (typically sharing living arrangements with other students) <p>Special considerations for Hispanic sub-segment:</p> <ul style="list-style-type: none"> Men, ages 18-34, living in rooms or apartments, often with extended family members or friends 	<p>Demographics</p> <ul style="list-style-type: none"> Adolescents (male skew), ages 16-18, still living with parents, wide range of household income levels
<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Drink to unwind and/or relax Drinking is perceived as a rite of passage Feel invincible Career-driven/success-driven workaholics Highly competitive Won't acknowledge limitations Considerable job-related travel <p>Additional considerations for Hispanic sub-segment:</p> <ul style="list-style-type: none"> Cavalier attitudes about drinking/driving risks High levels of socialization with whom they live and work; (many are in the U.S. without families) 	<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Feel “stuck” in life due to limited financial resources or opportunities to improve their jobs, lifestyles or financial status Lives marked by “routines” which, during leisure periods, include frequenting the same places and regularly being with the same group of people Drinking is part of routines that offer “escape” 	<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Drink to socially conform with peers Drinking perceived as a rite of passage “Experimenting” - trying new things Feel invincible Competitive and success-oriented Won't acknowledge their limitations Don't think of long-term consequences of actions 	<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Drink to socially conform with peers and/or to get attention Drinking perceived as a rite of passage “Experimenting” and interested in finding out what extreme behaviors they can get away with Feel invincible Won't acknowledge their limitations (possibly not even aware of their limitations) Don't think of long-term consequences of actions
<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Sports, music and pop culture dominate their interests Internet-savvy Read magazines like <i>Sports Illustrated</i>, <i>Maxim</i>, <i>Rolling Stone</i>, <i>Car & Driver</i> and <i>Hot Rod</i> Watch TV programs on cable networks like HBO, ESPN, MTV and Comedy Central 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Negligible use of Internet Read magazines like <i>Sports Illustrated</i>, <i>Hot Rod</i>, <i>Field & Stream</i>, <i>North American Hunter</i> and <i>Guns 'n' Ammo</i> Watch TV programs on cable networks like ESPN, TNN, ESPN2, Country Music Television and Speedvision 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Music and pop culture dominate interests Internet-savvy. The Internet is a major source for news, information and forms of interactive entertainment Don't watch a lot of TV (especially men) “Elusiveness” and diverse range of interests make them difficult to reach through conventional media (i.e., TV, radio, magazines and newspapers). 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Music and pop culture dominate interests Internet-savvy. The Internet is a major source for news, information and forms of interactive entertainment Don't watch a lot of TV “Elusiveness” and diverse range of interests make them difficult to reach through conventional media (i.e., TV, radio, magazines and newspapers).
<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> It's cowardly, irresponsible and/or immature It's a threat to your career and financial success/future Risk through impaired driving is a negative (not a positive) <p>Additional considerations for Hispanic sub-segment:</p> <ul style="list-style-type: none"> Threat of being stopped by police and getting a ticket, losing his license, going to jail, or being deported Threat of life-altering and/or job-ending injuries if in a crash Threat of financial, mental and physical burdens on family 	<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> It's a threat to your family and/or way of life It's a threat to your employment It's a threat to your vehicle – costly repairs, increased insurance rates You'll be identified socially in undesirable ways <p>Additional considerations for Hispanic sub-segment:</p> <ul style="list-style-type: none"> Threat of being stopped by police and getting a ticket, losing his license, going to jail, or being deported Threat of life-altering and/or job-ending injuries if in a crash Threat of financial, mental and physical burdens on family due to injury, jail time and/or job-loss 	<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> Facts It's cowardly, irresponsible and/or immature It's a threat to your career and financial success and future It results in legal hassles, even jail time It can be costly – car repairs, increased insurance rates It creates an “uncool” social stigma 	<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> Facts It's cowardly, irresponsible and/or immature It's a threat to your acceptance to college and/or future success It results in legal hassles, even jail time It creates an “uncool” social stigma

Impaired Driving

SECONDARY SEGMENT #1 – “SOCIAL CONFORMISTS”	SECONDARY SEGMENT #2 – “TYPE A’s”	TERTIARY SEGMENT – “NEWLY ARRIVED LATINO IMMIGRANTS”
Demographics <ul style="list-style-type: none"> Women, ages 21-25, in college or starting in their first professional positions 	Demographics <ul style="list-style-type: none"> Men, ages 35-59, high income, established in professional/managerial/high-level white collar jobs 	Demographics <ul style="list-style-type: none"> Men, ages 18-34, speak Spanish primarily, unaware of impaired driving laws and BAC levels
Lifestyle and social characteristics that lead to problem behavior <ul style="list-style-type: none"> Having fun and trying new things Have active social lives, which include frequent drinking Insecure among peer groups Appearance-conscious Easily swayed by others, especially people perceived as successful 	Lifestyle and social characteristics that lead to problem behavior <ul style="list-style-type: none"> Career-driven workaholics Highly competitive Won’t acknowledge limitations Feel infallible Driving is part of their work routines. In addition to daily commuting, they do a lot of job-related travel Grew up prior to major advocacy and education efforts by MADD and SADD 	
Selected media and lifestyle preferences <ul style="list-style-type: none"> Music and pop culture dominate their interests Internet-savvy. The Internet is a major source for news, information and forms of interactive entertainment Don’t watch a lot of TV. When they do, it’s usually entertainment and music-oriented programming Read magazines such as <i>Glamour</i>, <i>Mademoiselle</i>, <i>Cosmopolitan</i> and <i>Vogue</i> 	Selected media and lifestyle preferences <ul style="list-style-type: none"> Internet-savvy Read magazines like <i>Sports Illustrated</i>, <i>Time</i>, <i>Newsweek</i>, and <i>Consumer Reports</i> Watch TV programs on cable networks like ESPN, CNN, MSNBC and The Discovery Channel Frequent newspaper readers, especially for news, sports and financial information 	Selected media and lifestyle preferences <ul style="list-style-type: none"> Use mostly Spanish-language media (including TV and radio) Latin music aficionados; enjoy listening to live music and dancing at clubs and bars Negligible Internet use
What we should say or show about impaired driving that would change behavior <ul style="list-style-type: none"> Facts Empowerment; “make your own choices” Legal and moral accountability It’s a threat to your career and financial success/future 	What we should say or show about impaired driving that would change behavior <ul style="list-style-type: none"> It’s a threat to your family life and overall lifestyle It’s a threat to your career and financial success It’s a threat to your reputation – the person you’ve worked hard to become 	What we should say or show about impaired driving that would change behavior <ul style="list-style-type: none"> Facts Impact of injury and/or arrest on your family Legal accountability (including threat of jail time) Authority of government/police

Impaired Driving

The National Enforcement Crackdown

The cornerstone of our national communications program is a new high visibility enforcement crackdown for the Labor Day period with new support for the year-end holiday season that includes paid national media advertising and national earned media activities to support the events.

2006 New High Visibility Enforcement Crackdown

“LABOR DAY”

- Advertising Paid Media: 8/16 – 20, 8/23 – 8/27 and 8/30 – 9/4
- Earned Media Period: 8/9 – 9/4
- Enforcement Period: 8/18 – 9/4

“HOLIDAY SEASON”

- Advertising Paid Media: 12/20 – 24; 12/27 – 31
- Earned Media Period: 12/15 – 12/31

While other specific details for the 2006 crackdown have not been determined, it will closely follow the model established by the 2005 crackdown when the effort mobilized a record number 11,500 state and local law enforcement agencies across the country for a two-and-a-half-week (18 day) enforcement crackdown on individuals who were driving impaired. This crackdown was supported by a 15-day paid media advertising campaign to help create widespread awareness of the enforcement period.

A summary of the 2005 Impaired Driving National Paid Media Plan used to support the crackdown is included in the Appendix of this plan under Exhibit 1, page A-1. The primary target audience for the 2005 campaign was men ages 21 to 34. Assessments of past crackdowns have shown that targeting this high-risk demographic group with paid media buys for enforcement campaigns has resulted in favorable outcomes.

Although a subsegment of this group, Hispanic men, has been identified as a tertiary group for noncrackdown periods, during the high visibility enforcement crackdowns, Hispanic men (also in the 21-34 age groups) rise to an important secondary target audience in the national media buy.

Should for any reason federal funding not become available to pay for the paid advertising portion of these national enforcement efforts, then the earned media components described in this plan will become even more important. Highly visible kickoff events to showcase law enforcement's commitment and leadership will be critical in carrying the crackdown message to the target audience. An aggressive program of other national earned media activities, such as development and distribution of national video soundbites and B-Roll release, and an aggressive program of strategic broadcast appearances, interviews and satellite media tours with national television and radio will also be implemented.

Impaired Driving

Bridging the Crackdowns

Interspersed around the crackdown will be a series of calendar-driven marketing events that will promote our core messages year-round.

These marketing events, which are outlined in more detail beginning on page 14, are paired with one of NHTSA's three distinct message platforms. Listed below are those messages, along with a brief rationale behind their use.

Core Campaign Messages

PLATFORM	RATIONALE	AUDIENCE	TAGLINE
Enforcement/Criminal Justice	Anchored in enforcement efforts and should only be used during crackdowns. Supports creative elements that communicate "the real costs" of driving impaired and all you stand to lose: your license, your freedom, even your life. If used without a strong law enforcement push, the message could become diluted.	Males, ages 21-34	New High Visibility Enforcement Campaign
Youth	Used to communicate anti-DUI messages to younger audiences. Primary intent is to communicate that underage drinking is illegal and getting a DUI is something that affects the rest of your life.	High school and college students, ages 16-20	To be determined
Social Norming	An intervention message, asking friends to be aware of each other's actions and be a true friend and get designated drivers for each other. Supported by a variety of partners that don't support enforcement messaging.	Males, ages 21-34 and high school and college students, ages 16-22	<i>Friends Don't Let Friends Drive Drunk. Designate a Sober Driver.</i> <i>Buzzed Driving is Drunk Driving. Designate a Sober Driver.</i>

Detailed event planners or toolkits will be made available to our many partners in both English and Spanish on www.StopImpairedDriving.org and the new national NHTSA communications web site at www.TrafficSafetyMarketing.gov. Creative for advertising collateral materials will be posted approximately three months before each event and earned media materials posted approximately two months prior to each event in order to give partners time to initiate their own planning activities.

In most cases, the planners will include both social norming and enforcement versions to help partners launch the most appropriate local promotions depending on the level of high-visibility enforcement in their communities.

Impaired Driving

The planners will include helpful research, information, strategy, targets and downloadable marketing tools to help our partners develop more effective communications activities coordinated with the national program. In many cases, the planners will offer nontraditional media ideas or idea starters for promotional activities.

Opportunities for corporate cause-related and sports marketing partnerships to provide promotional support for impaired driving initiatives with certain calendar events will also be considered. These promotional partnerships will be announced in the planners as appropriate.

Buzzed Driving is Drunk Driving.

NHTSA has also teamed with The Advertising Council to launch a new national PSA series called “Buzzed Driving is Drunk Driving.”

This new campaign primarily targets men, ages 21-34, who drink and drive yet do not think of themselves as “drunk drivers” or consider themselves to be true hazards on the roadways.

Recognizing that “buzzed” is the drinking-level descriptor of choice among this target, rather than “drunk,” which is often viewed as being clearly “out of control” or “obviously impaired,” NHTSA and the Ad Council hope to get more young men and others talking about and recognizing the real dangers of “buzzed” driving – with the ultimate goal of getting more people to stop driving while “buzzed.”

A Schedule of Year-Round Marketing Activities To Counter Impaired Driving

To reach out to and remain in regular, recurring contact with targeted high-risk populations for impaired driving, a variety of specific, year-round event initiatives with potential activities, alliances and planner materials is outlined on the following pages.

These promotional ideas are offered only to support and assist state and local partners in developing their own unique promotional programs and activities. It is our hope that our many marketing partners will review the themes and activities provided in this plan, as well as the ongoing series of planner resources made available throughout the year in both English and Spanish versions on www.StopImpairedDriving.org and on the new NHTSA national communications web page at www.TrafficSafetyMarketing.gov, and then tailor these ideas and resources to fit their own unique marketing objectives, situations and needs.

For instance, there may be some cases where a “non-enforcement” theme line is suggested around a particular holiday or event opportunity in this plan, but if a local community plans to conduct a high visibility law enforcement blitz as part of the event effort, then clearly the new high visibility enforcement-driven theme line, should be incorporated instead.

Impaired Driving

January 2006

Calendar Event

Super Bowl Sunday

Primary Purpose

To remind all Super Bowl partygoers and football fans during the season of the dangers of impaired driving and to promote the use of designated drivers and safe/sober ride options.

Window of Opportunity

January 29 - February 5, 2006

Message of Emphasis

Fans Don't Let Fans Drive Drunk
Designate a Sober Driver.

Primary Audiences

Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)

College Students (male and female with male skew, ages 18 to 22)

Secondary Audiences

Men, ages 35 to 59, higher income, professional/managerial

Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Theme

"Fans Don't Let Fans Drive Drunk."

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports bars and restaurants

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template from state highway safety/law enforcement official
- Letter to editor template
- PSA script template
- Sample print PSA



Impaired Driving

March 2006

Calendar Event

St. Patrick's Day

Primary Purpose

To remind all St. Patrick's Day revelers of the dangers of impaired driving, and to promote the use of designated drivers and safe/sober ride options.

Window of Opportunity

March 12-17, 2006

Messages of Emphasis

Friends Don't Let Friends Drive Drunk
Designate a Sober Driver

Primary Audience

Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)

Secondary Audience

Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Theme

"Friends Don't Let Friends Drive Drunk This St. Patrick's Day. Designate Your Sober Driver Before the Parties Begin."

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA



Impaired Driving

April 2006

Calendar Event

Alcohol Screening and Brief Intervention

Primary Purpose

To educate the public about the differences between low and high-risk drinking patterns and how to assess if their drinking is potentially risky. If it is risky, brief intervention is an effective method to change drinking and driving behaviors among problem drinkers.

Window of Opportunity

April 1-8, 2006

Message of Emphasis

Alcohol Screening and Brief Intervention

Primary Audience

General public

Potential Theme

"Friends Don't Let Friends Drive Drunk. Help Those Who Need it Find the Help They Need."

Potential Planner Components

Customizable press materials to direct public to web-based risk assessment tool:

- Basic news release template
- Op-ed template
- Drop-in article template

Impaired Driving

June/July 2006

Calendar Event

Fourth of July/Independence Day

Primary Purpose

To support enforcement activities around July 4th and to promote the use of designated drivers

Window of Opportunity

June 25-July 8, 2006

Messages of Emphasis

Buzzed Driving is Drunk Driving.
New High Visibility Enforcement theme

Primary Audiences

Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)

Motorcycle Operators

Secondary Audience

Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Theme

"Buzzed Driving is Drunk Driving – Designate a Sober Driver."

Potential Planner Components

Unique collateral templates for:

- Art for guerrilla marketing, e.g., indoor restroom boards
- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays
- Movie screen art

Customizable press materials for:

- Suggested talking points and basic fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA



Impaired Driving

August/September 2006

Calendar Event

Impaired Driving National Enforcement Crackdown

Primary Purpose

To deter impaired driving by generating maximum exposure for national enforcement crackdown.

Window of Opportunity

August 9-September 4, 2006

Message of Emphasis

New High Visibility Enforcement Themeline

Primary Audiences

Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)

Motorcycle Operators

Secondary Audiences

Men, ages 35 to 59, higher income, professional/managerial

Young Women, ages 21 to 25, just finishing college or starting first jobs

Event Theme

New High Visibility Enforcement Themeline

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Proclamation template endorsing crackdown
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA



Impaired Driving

October 2006

Calendar Event

Halloween

Primary Purpose

To leverage the burst of holiday hype surrounding Halloween to offer a real reminder of the risk of death, disfigurement or disability that can come from impaired driving.

Window of Opportunity

October 27-31, 2006

Message of Emphasis

Buzzed Driving is Drunk Driving.

Primary Audiences

Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)

College Students (male and female with male skew, ages 18 to 22)

Secondary Audience

Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Theme

"Don't Let Halloween Turn Into a Nightmare. Buzzed Driving is Drunk Driving."

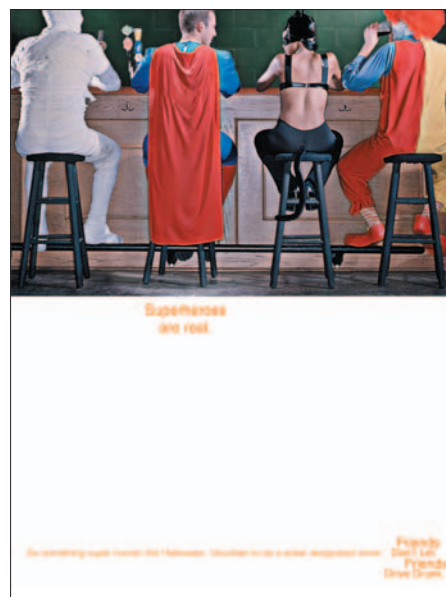
Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA



Impaired Driving

December 2006

Calendar Event

Holiday Season/New Year's Eve

Primary Purpose

To support enforcement activities and to remind all holiday partygoers of the dangers of driving impaired

Window of Opportunity

December 1, 2006 – January 1, 2007

Message of Emphasis

New High Visibility Enforcement Themeline
Buzzed Driving is Drunk Driving.

Primary Audiences

Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)

College Students (male and female with male skew, ages 18 to 22)

Secondary Audiences

Men, ages 35 to 59, higher income, professional/managerial

Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Theme

New High Visibility Enforcement Themeline

"Buzzed Driving is Drunk Driving – Designate a Sober Driver."

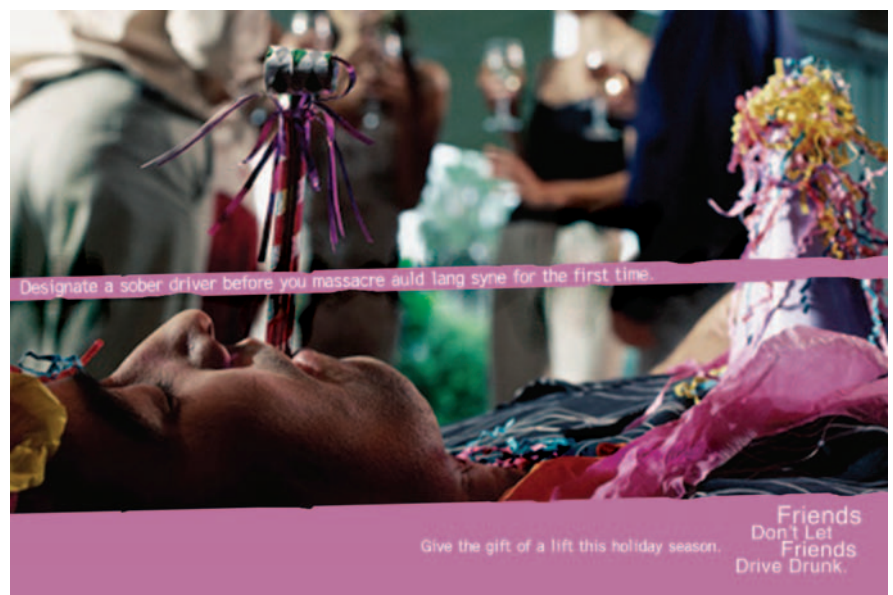
Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports arenas
- Art for movie preview screens

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA
- 3D Month Proclamation template



Occupant Protection

Overview

Safety belt use clearly saves lives and prevents injuries. The good news is safety belt use in America has reached 82 percent – a record high. In fact, since 2000, safety belt use in America has increased by 11 percentage points, which translates into over 2,000 more lives saved each year.

Yet our observational research (NOPUS, 2004) indicates that nearly one in five U.S. motorists still choose not to wear their belts, so much more must be done to reach them.

Pickup truck drivers, especially young pickup truck drivers, are notorious for not buckling up. A recent study by Federal Motor Carrier Safety Administration showed that only 48 percent of large truck and bus drivers buckle up. Belt use among teenagers and young people (ages 16-24) falls behind the national average by three percentage points.

More alarming, teen belt use in the South lags behind the national average by an astonishing 22 percent.

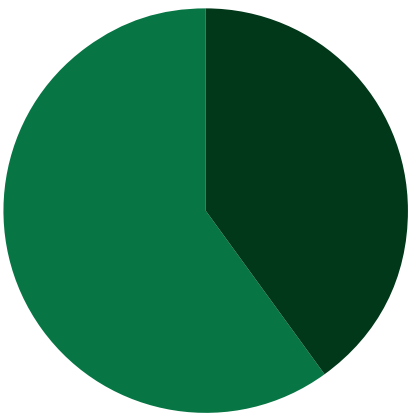
The fatality numbers bear this out. Nearly 60 percent of those killed in highway crashes each year are not wearing their belts. The percentages are even higher for teenage victims (64%) and young adults (68%). In 2004, 68 percent of pickup truck drivers who were killed were unrestrained (compared to 48 percent in passenger cars).

That is why our work is so important. If we were able to increase national safety belt use to 90 percent, an estimated 2,200 additional lives could be saved each year.

In fact, it is estimated that for each 1 percent increase in the national safety belt use rate, we could annually save nearly 270 lives, and over \$800 million in economic costs.

Crash Victims and Belt Use - 2004

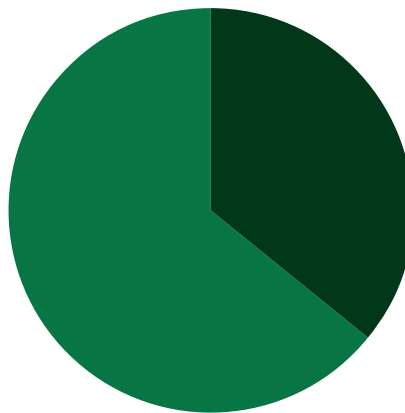
National Average



■ Restrained – 40%

■ Unrestrained – 60%

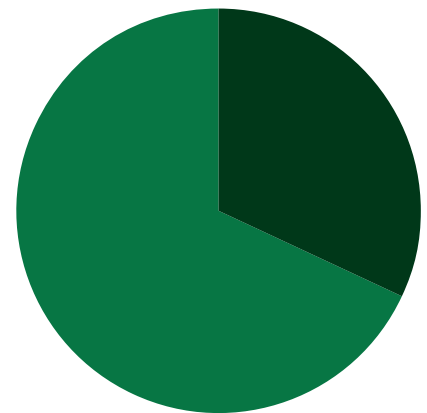
Teenagers



■ Restrained – 36%

■ Unrestrained – 64%

Pickup Truck Drivers



■ Restrained – 32%

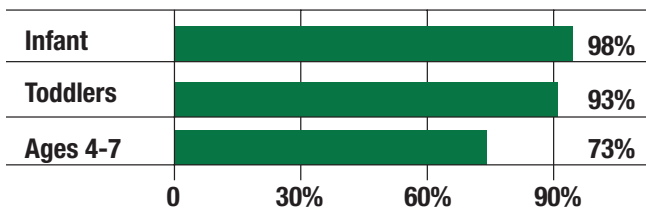
■ Unrestrained – 68%

Occupant Protection

Child Passenger Safety

Just as importantly, there is still much work to do in ensuring the safety of America's children in our motor vehicles. Motor vehicle crashes are the leading cause of death for children of every age from 3 to 14. Every day in the United States during 2004, an average number of six children ages 14 and younger were killed and 673 were injured in motor vehicle crashes.

Child Restraint Use



Source: National Highway Traffic Safety Administration

Although 98 percent of infants and 93 percent of children ages 1 to 3 observed were riding restrained in child safety seats, just 73 percent of kids ages 4 to 7 – who should be riding in booster seats – were restrained last year. (NOPUS, 2004)

Child safety seats reduce the risk of fatal injury by 71 percent for infants and by 54 percent for toddlers in passenger cars.

But too many parents are under the false impression that children who have outgrown child safety seats can move right into safety belts. Nothing is further from the truth. Safety belts, which are designed to fit adults, will not fully restrain a child in a crash.

One study showed that children ages 2 to 5 who are moved from child safety seats to safety belts too early are four times more likely to sustain a serious head injury than those restrained in booster seats.

So the message is simple: "If they're Under 4'9", They Need a Booster Seat."



For maximum child passenger safety, parents and care-givers need to be reminded to always follow the "4 Steps for Kids:"

1. Use rear-facing infant seats in the back seat from birth to at least 1 year of age and until they weigh at least 20 pounds;
2. Use forward-facing toddler seats in the back seat from age 1 and 20 pounds to about age 4 and 40 pounds;
3. Use booster seats in the back seat from about age 4 to at least age 8 – unless the child is 4'9" inches tall;
4. Use safety belts at age 8 and older or taller than 4'9". All children age 12 and under should ride in the back seat.

Continual communication with the target audience is necessary due to a perpetual supply of new parents responsible for protecting child passengers. Further, such communication continuity is needed because of ongoing upgrades and design changes to Child Restraint System models (such as LATCH systems) and changes to occupant protection laws in states.

Occupant Protection

Strategic Summary

During 2006, we will implement a marketing program to deliver a year-round series of important occupant protection messages.

The cornerstone of the program is the national “Click It or Ticket” enforcement mobilization during the Memorial Day period, supported by paid national media advertising and national earned media activities.

2006 National Mobilization – “Click It or Ticket”

Earned Media Period: 5/8 – 6/4

Advertising Paid Media: 5/15 – 5/28

Enforcement Period: 5/22 – 6/4

Interspersed around the mobilization will be other calendar-driven marketing events that will promote our core occupant protection messages year-round.

Understanding the Target Audiences

Safety Belts

Primary Audience During the Enforcement Mobilization

During the “Click It or Ticket” enforcement mobilization, the primary target audience for paid-media buys will continue to be men ages 18 to 34, which includes those who typically don’t wear safety belts, as well as part-time users. Assessment of past mobilization efforts has shown that targeting this demographic group for paid media buys resulted in favorable outcomes.

Target Audiences During Non-Mobilization Periods

Several additional audiences have been identified and will be targeted with specific outreach activities during the rest of the year. These include:

Segment #1 – 18-34-year-old rural males who drive pickup trucks

Segment #2 – Teens

Segment #3 – Tweens

Segment #4 – Hispanics

Segment #5 – African-Americans

A brief profile follows on each of these to help us better understand who they are, how to reach them and preferred approaches in motivating them.

Child Safety Seats

In addition, two other target audiences have been identified for our marketing efforts geared specifically toward increasing the regular and proper use of child safety and booster seats.

Segment #1 – Parents and grandparents of infants and toddlers

Segment #2 – Parents and grandparents of children old/large enough for booster seats

A brief profile and description of each of these two target audiences also follows.

Occupant Protection

SEGMENT #1 – 18-34 YEAR-OLD MALES WHO DRIVE PICKUP TRUCKS

Demographics

- Men, ages 18-34; live in rural areas; drive pickup trucks; generally mid-scale or lower household incomes and affluence; married with children; work in agricultural, industrial, mining, construction and other types of generally blue-collar occupations

Lifestyle and social characteristics that lead to problem behavior

- Compared to non-pickup-truck drivers, more likely to not wear belts because they “don’t like being told what to do.”
- May consider belts as an abridgement of their sense of freedom
- Compared to non-pickup-truck drivers, they cite more reasons (i.e., excuses) for not wearing belts
- Generally engage in riskier behaviors, compared to most other adults
- Other factors that likely lead to non-use or only occasional use of belts:
 - Sense of invincibility
 - Less chance of being ticketed (especially in rural areas)
 - Physical size of truck leads to belief that it’s safe
 - Not in habit of wearing belt

Selected media and lifestyle preferences

- Television is the primary medium for entertainment, news and other information
- Frequent use of the Internet (also for entertainment and information), particularly among wealthier and/or more highly educated subsegments
- Enjoy watching major sports and NASCAR
- Enjoy participating in outdoor sports and recreational activities, such as hunting and fishing
- Computer game and video game enthusiasts

What we should say or show about part-time belt usage that resonates with them

- Expense of paying a fine
- Hassles and costs related to being injured in a crash
- Possibility of job loss (and therefore, his and family’s primary source of income) due to injury in an accident; “wear it for your family”
- Facts (especially those reflecting high numbers of fatalities and injuries among this demographic group)
- Connote belt use as a smart thing to do, rather than something that’s required

PRIMARY SEGMENT #2 – TEENS

Demographics

- Teenage drivers, ages 16-20

Lifestyle and social characteristics that lead to problem behavior

- The “most important reason” for non-use of belts is “I forgot to put it on”; the second and third ranked reasons (respectively) are “I’m driving only a short distance” and “The belt is uncomfortable.”
- Compared to older drivers, they cite more reasons (i.e., excuses) for not wearing belts
- Males, in particular, generally engage in riskier behaviors, compared to most other adults
- Significantly more likely than older drivers to agree with these statements:
 - “Seat belts are just as likely to harm you as help you.”
 - “Putting on a seat belt makes me worry more about being in a crash.”
 - “A crash close to home is usually not as serious as a crash farther away.”
 - “I would feel self-conscious around my friends if I wore my seat belt and they did not.”

Selected media and lifestyle preferences

- Television is the primary medium for entertainment, news and other information
- Frequent use of the Internet (also for entertainment and information)
- View themselves as part of the MTV generation; not likely to be offended by messages that are offbeat, daring or politically incorrect
- Computer game and video game enthusiasts
- Comfortable with and skilled at using advanced telecommunications technology

What we should say or show about part-time belt usage that resonates with them

- Threat of having to pay a fine
- Threat of crash/injury caused by “the other driver”
- Reward or incentive program for wearing belts
- Peer pressure and promotion, including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims
- Possibility of loss of job skills or educational advancement, due to injury in a crash
- Among males, particularly: graphic messages and images that stimulate higher perceived risk and anxiety

Occupant Protection

SEGMENT #3 – TWEENS	SEGMENT #4 – HISPANICS
<p>Demographics</p> <ul style="list-style-type: none"> Boys and girls ages 8 to 12 who, due to age and/or size, no longer are required to sit in child safety seats or booster seats 	<p>Demographics</p> <ul style="list-style-type: none"> First-generation Hispanics; especially males; live primarily in urban areas; states with the predominant share of the Hispanic population: California, Florida, New York, Texas
<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Safety belts are uncomfortable If parents don't always wear their safety belts, their children also are less likely to wear belts Self-conscious about wearing belt if other passengers (especially peers) aren't using belts Safety belts aren't "cool" Belief that restraint is not necessary for "short trips" Forgetfulness (on the part of the driver and/or the tween passenger) If tween passenger is in the back seat, perception that belts aren't really necessary in the back seat (i.e., no threat of windshield or dashboard injury) 	<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Unfamiliar with safety belt laws More likely than non-Hispanics to not use belts because of belief that "probability of being in a crash is too low" Significantly more likely than non-Hispanic drivers to agree with these statements: <ul style="list-style-type: none"> "Seat belts are just as likely to harm you as help you." "Putting on a seat belt makes me worry more about being in a crash." "A crash close to home is usually not as serious as a crash farther away." "I would feel self-conscious around my friends if I wore my seat belt and they did not." "If it's your time to die, you'll die, so it doesn't matter whether you wear your seat belt." (Comment: These mirror the same attitude statements of the African-American segment) Some indication that Hispanic men perceive belts as "not macho" and that wearing belts make them look paranoid For some, the safety belts in their vehicles are damaged and inoperable
<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Depending on age, TV viewership ranges from Cartoon Network to MTV and VH1. Also attracted to comedy-type shows, as well as cable TV's Comedy Central. Music enthusiasts, with a repertoire of music preferences that includes rock, urban, Hispanic, contemporary hits and alternative. Computer game and video game enthusiasts Parents highly involved in the child's activities, ranging from youth sports to performing arts 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> TV networks with highest ratings of Hispanic viewers: Univision and Telemundo Televised sports of high interest: Major League baseball, NBA basketball, college football, and professional soccer, especially the World Cup Frequent radio listeners; top formats are news/talk, adult contemporary and contemporary hit radio
<p>What we should say or show about part-time belt usage that resonates with them</p> <ul style="list-style-type: none"> Threat of injury that will interrupt participation in sports, music, dance, and various other quality-of-life activities School-based information/education programs and literature (for both children and parents) Reward or incentive program for wearing belts Peer pressure and promotion, including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims Leverage parents' longings and drives to "do the right thing," to be "good/smart parents," and to be protectors of their children 	<p>What we should say or show about part-time belt usage that resonates with them</p> <ul style="list-style-type: none"> Threat of being stopped by police and getting a ticket Threat of sustaining life-altering or job-ending injuries Threat of financial, mental and physical burden on family Educational/informational based programs implemented via faith-based organizations Use Spanish in all communication vehicles; include relevant Spanish images Present real stories of how safety belts saved Hispanic drivers/passengers from injuries "Be a safe driver for your family and friends" "Set an example for your family and friends"

Occupant Protection

SEGMENT #5 - AFRICAN-AMERICANS

Demographics

- African-American adults, with emphasis among men ages 18-34

Lifestyle and social characteristics that lead to problem behavior

- Some consider that buckling a safety belt is a statement of no confidence in the driver's abilities, whether the driver is oneself or another
- Significantly more likely than White drivers to agree with these statements:
 - "Seat belts are just as likely to harm you as help you."
 - "Putting on a seat belt makes me worry more about being in a crash."
 - "A crash close to home is usually not as serious as a crash farther away."
 - "I would feel self-conscious around my friends if I wore my seat belt and they did not."
 - "If it's your time to die, you'll die, so it doesn't matter whether you wear your seat belt."
 - (Comment: These mirror the same attitude statements of the Hispanic segment)
- Some indication that young men perceive belts as "not cool" among their peers
- Generally, African-Americans have many of the same reasons for non-use as the general population, including driving only a short distance, forgetfulness, discomfort, and concern about wrinkling clothes.

Selected media and lifestyle preferences

- Avid fans of televised professional and college basketball and football. Also watch professional wrestling and boxing.
- Enjoy music (particularly urban, rap and R&B styles) offered via radio, CDs, downloads and live concerts
- Although not motorsports fans, high interest in enhancing their own vehicles (including motorcycles)

What we should say or show about part-time belt usage that resonates with them

- Reminder messages that "it's the law." Also, implication of threat of being stopped by police and getting a ticket.
- Emphasis on the unpreventable and unpredictable risks involved when drivers don't buckle up
- Educational/informational based programs implemented via faith-based organizations, community religious leaders, local health and medical providers and schools; no one of these single sources is universally trusted, so parallel messages with different messengers may be warranted
- Use culturally relevant themes, images, and media vehicles. Including people in the messages is important.
- If enforcement is portrayed, use African-American officers so as to not reinforce concerns about racial profiling

Occupant Protection

CHILD SAFETY SEATS SEGMENT #1- PARENTS AND GRANDPARENTS OF INFANTS AND TODDLERS

Demographics

- Adults; ages 18 to 34 (parents) and 50+ (grandparents); drivers for child(ren) birth to age 4; emphasis on residents in rural areas and on people in lower income brackets

Lifestyle and social characteristics that lead to problem behavior

- Seat misuse. Although the vast majority of parents and grandparents are using child safety seats (and think they are being used properly), many of the seats are being used incorrectly, for example:
 - Positioned in front seat
 - Facing the wrong direction
 - Loose and/or poorly attached straps
 - Damaged straps, seat shells and other parts
 - Retainer clip misuse
- In a hurry and/or dealing with inclement weather; don't take time to properly adjust straps, etc.
- Economic constraints
- If several passengers in vehicle, space for seat may be limited
- General indifference to safety; correlation between adult driver not wearing safety belt and child passenger(s) being unrestrained/improperly restrained
- Among parents of toddlers, perception that a regular safety belt is sufficient

Selected media and lifestyle preferences

- Highly attentive to information, topics, how-to's and tips on raising children

What we should say or show about non-use and/or misuse of child safety seats that would change behavior

For parents/grandparents/adult drivers:

- Appeal to parents'/grandparents' desires to do whatever is best for the child's well-being and safety
- Present proper use of safety seats as a serious, life-or-death matter
- Explain how misuse of a safety seat can be as dangerous as non-use
- Provide facts about the types and numbers of injuries associated with non-use and misuse

CHILD SAFETY SEATS SEGMENT #2 – PARENTS AND GRANDPARENTS OF CHILDREN NEEDING BOOSTER SEATS

Demographics

- Adults; ages 25 to 39 (parents) and 50+ (grandparents); drivers for child(ren) ages 5 to 8 (less than 4' 9" in height); emphasis on residents in rural areas and on people in lower income brackets

Lifestyle and social characteristics that lead to problem behavior

- Economic constraints
- Booster seat not needed for "short trips"
- General indifference to safety; correlation between adult driver not wearing safety belt and child passenger(s) being unrestrained/improperly restrained
- Perception that a regular safety belt is sufficient
- Extra passengers in vehicle, limiting available space for the booster seat
- Child knows how to "escape" from seat
- Child complaints (especially regarding comfort and/or not wanting to have to be "in a baby seat")

Selected media and lifestyle preferences

- Highly attentive and interested in information, topics, how-to's and tips on raising children
- Children at this age are active in organized sports, recreational activities, scout groups, performing arts, etc. Parents are responsible for transportation to/from activities.

What we should say or show about booster seat non-use that would change behavior

For parents/grandparents/adult drivers:

- Threat of having to pay a fine
- Threat of accident/injury caused by "the other driver"
- Reward or incentive program for using booster seat
- Peer pressure and promotion, including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims
- Possibility of child's loss of quality of life, educational advancement or future job skills due to injury in an accident

Occupant Protection

The National Enforcement Mobilization

The cornerstone of our national communications program is the national “Click It or Ticket” enforcement mobilization during the Memorial Day period supported by paid national media advertising and national earned media activities.

2006 National Mobilization – “Click It or Ticket”

- Earned Media Period: 5/12 – 6/4
- Advertising Paid Media: 5/15 – 5/28
- Enforcement Period: 5/22 – 6/4

While specific details for the 2006 mobilization are still to be determined, it should closely resemble the activities surrounding the 2005 national “Click It or Ticket” mobilization, in which state and local law enforcement agencies across the country mobilize for a two-week enforcement blitz targeting individuals who are not wearing their safety belts. The mobilization is supported by a two-week paid media advertising campaign to create widespread awareness of the enforcement effort.

As noted above, the primary target audience for the mobilization period is men ages 18 to 34, skewed towards young men who drive pickup trucks. In addition, for this campaign, newly arrived male Latino immigrants

and African-American men are considered secondary and tertiary targets respectively. Assessments of past mobilization efforts have shown that targeting these high-risk demographic groups with paid-media buys for enforcement campaigns has resulted in increased safety belt use among these targets.

For reference, a summary of the 2005 “Click It or Ticket” National Paid Media Plan is included in the Appendix of this plan under Exhibit 2, page A-10.

Bridging the Mobilizations

Our efforts for 2006 will also feature additional calendar-specific marketing events that help us deliver our core occupant protection messages. These calendar-specific marketing events are outlined in more detail beginning on page 33.

Over the course of the year, specific events and messages will address a number of different target-audience segments. For safety belts, five segments will be targeted, including 18-to-34-year-old rural males who drive pickup trucks, teens, tweens, Hispanics and African-Americans. For child passenger safety emphasis, two additional segments will be targeted: parents and grandparents of infants and toddlers, and parents and grandparents of children old/large enough for booster seats.

Occupant Protection

Core Campaign Messages

Throughout these activities, we will utilize several different creative tag lines to promote our core occupant protection messages to different audiences.

Listed below are our core campaign messages, along with rationale behind their use. For examples of when these messages might be used throughout the year, and for examples of how they might be executed, please refer to the Proposed Calendar of Year-Round Marketing Activities beginning on page 36.

PLATFORM	RATIONALE	AUDIENCE	TAGLINE
Enforcement/Criminal Justice	Anchored in enforcement efforts and should only be used during mobilizations. Communicates a strong, straightforward message: If you don't wear a safety belt, you will get a ticket, no second chances, no excuses. If used without a mobilization, this message could become diluted, especially in states with only secondary safety belt laws.	Males, ages 18-34	"Click It or Ticket"
Social norming	Soft-sell message that does not mention enforcement. Includes both safety belts and child passenger safety seats, so it has more a family focus. Also has a "road trip" emphasis, telling the audience to buckle up every time, regardless of how short the trip may be.	Families (males and females ages 25-54)	<i>Buckle Up America. Every Trip. Every Time.</i>
Social norming	This breaks down how children move through the various safety seat stages into four segments, making it easy to digest and remember: infant, toddler, booster and safety belt. By following these steps, parents can help prevent their children from injury or death.	Families with children ages birth to eight.	"4-Steps for Kids"
Social norming	This is designed to educate parents of young children who have outgrown their toddler seat that a booster seat is a lifesaving transition to an adult seat belt.	Parents of children ages 4-8	"If They're Under 4'9", They Need A Booster Seat"

Occupant Protection

Detailed event planners or tool kits will be made available to our many partners in both English and Spanish on www.BuckleUpAmerica.org and on the new national NHTSA communications web site at www.TrafficSafetyMarketing.gov. Creative for advertising collateral materials will be posted approximately three months before each event and earned media materials posted approximately two months prior to each event in order to give partners time to initiate their own planning activities.

In most cases, the planners will include both social norming and enforcement versions to help partners launch the most appropriate local promotions depending on the level of high-visibility enforcement in their communities.

The planners will include helpful research, information, strategy, targets and downloadable marketing tools to help our partners develop more effective communications activities coordinated with the national program. In many cases, the planners will offer nontraditional media ideas or idea starters for promotional activities.

Opportunities for corporate cause-related and sports marketing partnerships to provide promotional support for impaired driving initiatives with certain calendar events will also be considered. These promotional partnerships will be announced in the planners as appropriate.

Regional Demonstration Projects

NHTSA is also working with several states on a series of regional demonstration projects to test varying messages and approaches in increasing safety belt use rates among pickup truck occupants, as well as ALL drivers and passengers in the nation's more rural areas.

More detailed information on these regional demonstration projects can be found through the following web sites:

- **“Buckle Up in Your Truck” – Southeast:**
www.pickupsafetybelt.com

- **“Buckle Up in Your Truck” – Southwest:**
www.buckleupinyourtruck.com/

- **Rural Drivers/Passengers – Great Lakes:**
www.greatlakesproject.org

A Proposed Calendar of Year-Round Marketing Activities in Support of Safety Belts and Child Safety/Booster Seats

To reach out to and remain in regular, recurring contact with a targeted majority of America's part-time safety belt users and nonusers, as well as parents and grandparents of young children who need to be using child passenger safety seats and booster seats correctly, a variety of specific year-round event initiatives with proposed alliances and activities is outlined on the pages that follow, beginning with Valentine's Day and National Child Passenger Safety (CPS) Week.

These promotional ideas are offered only to support and assist state and local partners in developing their own unique promotional programs and activities.

It is our hope that our many marketing partners will review the themes and activities provided in this plan, as well as the ongoing series of planner resources made available throughout the year in both English and Spanish versions on www.TrafficSafetyMarketing.gov and then tailor these ideas and resources to fit their own unique marketing objectives, situations and needs.

For instance, there may be some cases where a “non-enforcement” theme line is suggested around a particular holiday or event opportunity in this plan, but if a local community intends to include a high-visibility enforcement blitz as part of the event effort, then clearly the enforcement-driven theme line “Click It or Ticket” should be used.

Occupant Protection

February 2006

Calendar Event

Valentine's Day/Child Passenger Safety Week

Primary Purpose

To leverage National Child Passenger Safety Week – as well as the holiday hype and commercial promotion centered around Valentine's Day – to remind all parents to always “protect the ones you love” by wearing their own safety belts and by making sure their children are always safe and properly restrained for their size and age in appropriate child safety seats.

Window of Opportunity

February 10-February 19, 2006

Message of Emphasis

Child Passenger Safety/4-Steps for Kids

Primary Audience

All parents/caregivers of young children

Potential Theme

“Protect the Ones You Love – If They’re Under 4’9”, They Need a Booster Seat”

Potential Planner Components

Unique collateral templates for:

- Handout card
- Poster art

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template



Occupant Protection

May/June 2006

Calendar Event

"Click It or Ticket" National Mobilization

Primary Purpose

Maximum enforcement visibility and publicity about enforcement blitz

Window of Opportunity

May 12 - June 3, 2006

Message of Emphasis

"Click It or Ticket"

Primary Audience

All men, ages 18 to 34, with special emphasis on rural pickup truck drivers, Hispanics and African-Americans

Secondary Audience

Part-time belt users and their family members

Event Theme

"Click It or Ticket"

Potential Planner Components

Unique collateral templates for:

- Handout card
- Static cling art
- Poster art

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Proclamation template for endorsing mobilization
- Op-ed template
- Letter to editor template
- Radio PSA script template



Occupant Protection

November 2006

Calendar Event

Thanksgiving Weekend Travel

Primary Purpose

To use the holiday hype and the heavily traveled Thanksgiving weekend as a way to remind part-time belt users of the need to always wear their safety belts and to ensure that all of their passengers are always buckled up, every trip, every time.

Window of Opportunity

November 13 - 26, 2006

Message of Emphasis

Buckle Up America.
Every Trip. Every Time.

Primary Audiences

Part-time belt users and their family members

Potential Theme

"Tighten Your Belt Before and After Thanksgiving Dinner. Buckle Up America. Every Trip. Every Time."

Potential Planner Components

Unique collateral templates for:

- Handout card
- In-store poster art

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Proclamation template
- Op-ed template
- Letter to editor template
- Radio PSA script template



NHTSA 2006 National Communications Plan – Occupant Protection and Impaired Driving



January 29 - February 5, 2006

Super Bowl Sunday
IMPAIRED DRIVING
Primary Message: Fans Don't Let Fans Drive Drunk

February 12 - February 18, 2006

CPS Week
OCCUPANT PROTECTION
Primary Message: Booster Seats
Secondary Message: 4-Steps for Kids

March 12 – 17, 2006

St. Patrick's Day
IMPAIRED DRIVING
Primary Message: Friends Don't Let Friends Drive Drunk

April 1 – April 8, 2006

Screening and Brief Intervention
IMPAIRED DRIVING
Message: Alcohol Screening

May 12 – June 3, 2006

"Click It or Ticket"
National Enforcement Mobilization
OCCUPANT PROTECTION
Message: Click It or Ticket

June 25 – July 8, 2006

Fourth of July
IMPAIRED DRIVING
Primary Message: Buzzed Driving is Drunk Driving
Secondary Message: Enforcement

August 9 – September 4, 2006

Impaired Driving
National Enforcement Crackdown
IMPAIRED DRIVING
Message: New Enforcement Campaign

October 27 - 31, 2006

Halloween
IMPAIRED DRIVING
Primary Message: Buzzed Driving is Drunk Driving

November 13 - 26, 2006

Thanksgiving Weekend Travel
OCCUPANT PROTECTION
Primary Message: Buckle Up America. Every Trip. Every Time.
Secondary Message: Click It or Ticket

December 1 - 14, 2006

Holiday Season
IMPAIRED DRIVING
Primary Message: Buzzed Driving is Drunk Driving

December 15 - 31, 2006

Holiday Season
IMPAIRED DRIVING
Primary Message: Enforcement

Collateral Support

Sports and Entertainment Marketing
Prom and Graduation Materials
Parents Who Host, Lose the Most Materials
Buckle Up in Your Truck
Rural Occupant Protection
Note: Calendar dates and themes are subject to change.

References

References

www.nhtsa.dot.gov

- **Traffic Safety Facts** reports and fact sheets published annually by the National Center for Statistics and Analysis (NCSA)
- **National Occupant Protection Use Survey** (NOPUS), an annual observation study to measure safety belt use rates
- **Motor Vehicle Occupant Safety Survey** (MVOSS), a biennial national telephone survey on occupant protection issues
- **Prevention of Impaired Driving: Research and Recommendations**, a report regarding impaired driving target audiences prepared in 2002 by Porter Novelli
- **PRIZM geo-demographic lifestyle segmentation system** (from Claritas, Inc.)
- **Highway Safety in African-American Communities: Issues and Strategies** (September 2002)
- **Highway Safety Needs of U.S. Hispanic Communities: Issues and Strategies** (September 1995)
- **Program Strategies for Increasing Car Seat Usage in Rural Areas** (March 1995)
- **Misuse of Child Restraints** (March 2004)
- **The Premature Graduation of Children from Child Restraints to Vehicle Safety Belts** (October 2000)
- **The Facts to Buckle Up America**, a series of 2003 “white papers” focusing on safety belt usage among African-Americans, Hispanics and Teens
- **Increasing Seat Belt Use Among Part-Time Users: Messages and Strategies** (February 1998)

Appendix

EXHIBIT 1

2005 Impaired Driving Campaign – *You Drink & Drive. You Lose.*

I. Flight Dates

A. Advertising Campaign (Paid Media): In order to include three weekends of advertising activity, but stay within the 15-day-long campaign length and skew to the back of the week, traditional media weight was flighted as follows:

On-air: Wednesday 8/17 – Sunday 8/21 (5 days)

Hiatus: Monday 8/22 – Tuesday 8/23 (2 days)

On-air: Wednesday 8/24 – Sunday 8/28 (5 days)

Hiatus: Monday 8/29 – Tuesday 8/30 (2 days)

On-air: Wednesday 8/31 – Sunday 9/4 (5 days)

B. Enforcement Mobilization Period: August 19 - September 5

II. Budget

Total working media budget = \$13.88MM

Network/National budget allocation = \$10MM

SES state budget allocation = \$3.88MM

III. Campaign Geography: This campaign ran nationally, and as directed by the administrator, was supported locally in the following SES states that have high alcohol-related crash and fatality rates: Alaska, Arizona, California, Florida, Georgia, Louisiana, Missouri, Mississippi, Montana, New Mexico, Ohio, Pennsylvania, South Carolina, Texas and West Virginia.

IV. Media Buying Target Demographic

A. Primary: Men 21-34*, which included the two sub-groups of Risk Takers (men 18-29) and Blue Collars (men 25-34). Overall, the male 21- to 34-year-old demographic is a high-risk group. Since their behavior is strongly influenced by enforcement, they were the primary target audience for this enforcement crack-down campaign. They are generally unaware of blood alcohol content (BAC) levels.

Media & Lifestyle Preferences:

- TV: ESPN, Comedy Central, Spike TV, SpeedChannel, Fox Sports, etc.
- Sports, music and pop culture
- Internet savvy (especially Risk Takers)

B. Secondary: “Newly Arrived Latino Immigrants,” men 21-34 who speak primarily Spanish and are unaware of impaired driving laws and blood alcohol content (BAC) levels.

* Note: While our primary impaired driving prevention target remains men, ages 21-34, the standard media buying target demographic encompassing this group is expressed as men 18-34.

Appendix

Media & Lifestyle Preferences (Spanish language media):

- Radio
- Hispanic TV Networks: Univision, Telemundo, etc.
- Latin music (listening and dancing)
- High Internet usage on Latino sites only

V. Media Strategy: Network broadcast television and cable television served as the primary mediums to deliver the *You Drink & Drive. You Lose.* campaign message nationally. Network radio was used as a secondary medium to build additional reach plus message frequency against our target audiences.

Network TV provided us with in-program (within the program) commercial placement, which delivers stronger audience numbers than at-the-break (on the half-hour breaks) spot TV commercial placement.

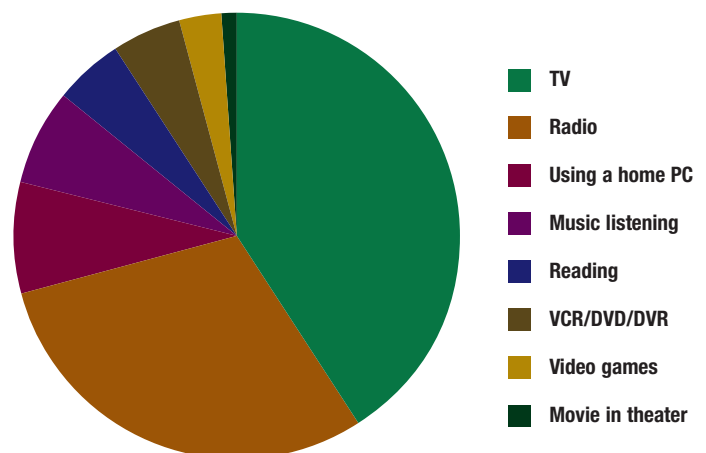
A. Television Strategy: Despite the fact that our two primary target audience segments, Risk Takers (men 18-29) and Blue Collars (men 25-34), have different profiles, they both tend to have high indexes on the same broadcast and cable TV networks. (See *Broadcast and Cable Viewing Chart on page A-5.*)

Though there has been some erosion of male 18-34 viewership from broadcast television, it remains a viable medium. Some of the erosion has been picked up by cable network television and some has gone to alternative media like online (video) games. Despite this shift in viewing habits, TV (broadcast and cable) is still the best medium to reach men 18-34.

Men 21-34 spend more than seven hours daily consuming media.
TV makes up the biggest part of their media diet.

TV – 3 hrs 13 min (41%)
Radio – 2 hrs 16 min (30%)
Using a home PC – 36 min (8%)
Music listening – 32 min (7%)
Reading – 22 min (5%)
VCR/DVD/DVR – 21 min (5%)
Video games – 14 min (3%)
Movie in theater – 3 min (1%)

Men 18-34 Daily Media Use



Source: MTVN Leisure Time Study, includes simultaneous media consumption

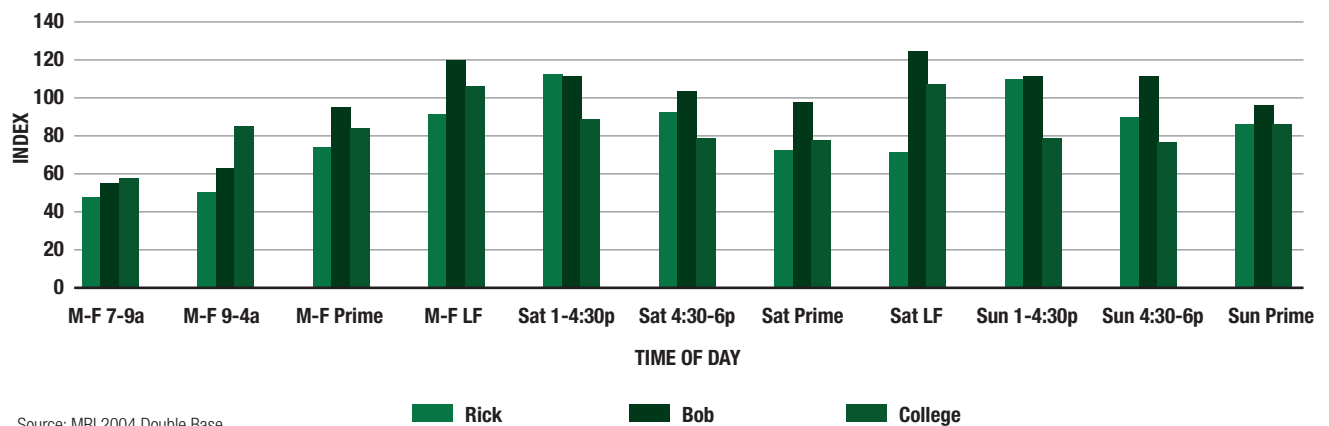
Appendix

- 1. Reach:** Programming on broadcast networks such as NBC, FOX, UPN and CBS and ABC did an excellent job of reaching both of these male audience segments. (See *Broadcast and Cable Viewing Chart on page A-5.*)
- 2. Reach & Frequency:** Several cable networks were effective in adding reach and building frequency against both segments. The following cable networks indexed high against the male 18-29 and 25-34 targets and were used for this campaign: Comedy Central, ESPN, ESPN2, Speed Channel and MTV. (See *Broadcast and Cable Viewing Chart on page A-3 and A-4.*)

We advertised during those times of the day when television viewing by our target audiences is at its highest. Those dayparts indexing over the norm of 100 for Rick and Bob are:

Late Night
Weekend Sports

Television Viewing by Time of Day



Source: MRI 2004 Double Base

Appendix

Though the Prime Time daypart during the week and weekends did not index over 100, many individual Prime Time programs perform well against our targets.

Program	Rick	Bob	College Youth
	Index	Index	Index
24	124	102	106
Blind Date	205	149	146
Fear Factor	157	155	108
Friends	126	106	134
King of the Hill	104	206	111
Seinfeld	186	128	128
Simpsons	215	176	181
Smallville	147	135	130
WWE Wrestling	115	279	113

Late night programs performing well to our targets are:

Program	Rick	Bob	College Youth
	Index	Index	Index
SNL	178	155	150
Carson Daly	158	203	130
Craig Kilborn	147	235	136
Conan O'Brien	256	163	183
David Letterman	156	104	105

Sports performs very well for Rick and Bob, and our flight will be on-air during NFL pre-season games. Even though it is pre-season, these games indexed very well.

Network	Rick	Bob	College Youth
	Index	Index	Index
ABC Pre-Season Football	148	140	89
CBS Pre-Season Football	139	139	89
FOX Pre-Season Football	145	134	91
NASCAR	108	140	79
WWE Wrestling	115	279	113
X Games	270	214	169

Appendix

Broadcast and Cable Viewing (for YDDYL audience)

Programming	Rick	Bob	College Youth
	Index	Index	Index
Cable Networks			
Comedy Central	129	126	161
ESPN	147	155	96
FOX Sports	148	156	87
MTV	122	108	210
Speed Channel	160	170	61
Broadcast Networks			
Cops (Fox)	116	117	66
8 Simple Rules (ABC)	103	105	110
Enterprise (UPN)	128	134	128
Fear Factor (NBC)	104	105	145
George Lopez (ABC)	112	110	131
King of the Hill (FOX)	118	115	100
Police Videos (FOX)	129	134	123
The Simpsons (FOX)	128	124	173
24 (FOX)	104	107	87
Smackdown (UPN)	143	144	89

(Source: Spring MRI 2004)

3. Hispanic Audience: In order to effectively reach the Hispanic audience, we used a language-appropriate campaign and Hispanic broadcast networks such as Univision and Telemundo that have programming especially suited for our young male Hispanic target.

B. Radio Strategy: As indicated earlier, radio served as a secondary medium to increase our reach while generating higher levels of frequency. Radio's prime time is during the day, while TV's prime time is at night. It is the number one medium of choice Monday-Friday, 6AM-6PM so it was an excellent compliment to night time broadcast and cable TV.

Programming Strategy

The following formats index high for our targets.

Network	Rick	Bob	College Youth
	Index	Index	Index
Alternative	302	170	213
CHR	190	167	198
Classic Hits	135	163	115
Classic Rock	178	165	117
Rock	239	229	167
Sports	263	106	99
Urban	141	161	176

Source: MRI 2004 Double Base

Appendix

Radio ran on national networks that enjoy a high composition of our two primary audiences. Some of these are detailed below:

Network	Rick	Bob	College Youth
	Index	Index	Index
ABC ESPN	101	111	101
Premiere Action	209	169	179
Premiere Emerald	223	176	187
Westwood – Next	222	179	175
Westwood – Source	208	172	168

Source: MRI 2004 Double Base

In addition to the networks listed above we scheduled personality-based programming such as:

Don & Mike Show
The Tom Leykis Show
John Boy & Billy
Bob & Tom
Rick Dees
Ryan Seacrest
Love Lines – Dr. Drew
Jim Rome

Radio Scheduling Rationale

Radio provides recency, placing the advertising message in the window of purchasing opportunity.

Recency planning starts with the idea that when is more important than how many. Advertising's job is to influence the purchase. Media planning's job is to place the message in that window.

Radio is the #1 medium prior to making the largest purchase of the day ... 63 percent of listeners listen to radio within one hour before that purchase.

Media Exposure Prior to Purchase

Radio	63%
Television	22%
Newspaper	13%
Magazines	12%

Appendix

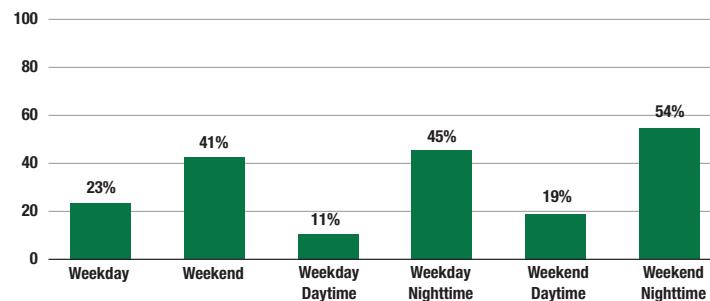
Hispanic Audience: Since our target (newly arrived Latinos) have a strong preference for Spanish-language media, we also focused on networks like Univision Radio, ABC Hispanic Advantage Network and Hispanic Radio Network.

The theory of recency can be applied to taking an action just as it applies to making a purchase.

To apply the theory of recency and react to alcohol-related driving fatalities occurring towards the end of the week and weekends, we scheduled our radio weight, as much as possible, to lead into this period.

Percent of Driver Fatalities with BAC of .08 or Higher Weekday vs. Weekend

(The greatest percentage of driver fatalities with a blood alcohol content (BAC) of .08 or higher occurs on weekends.)

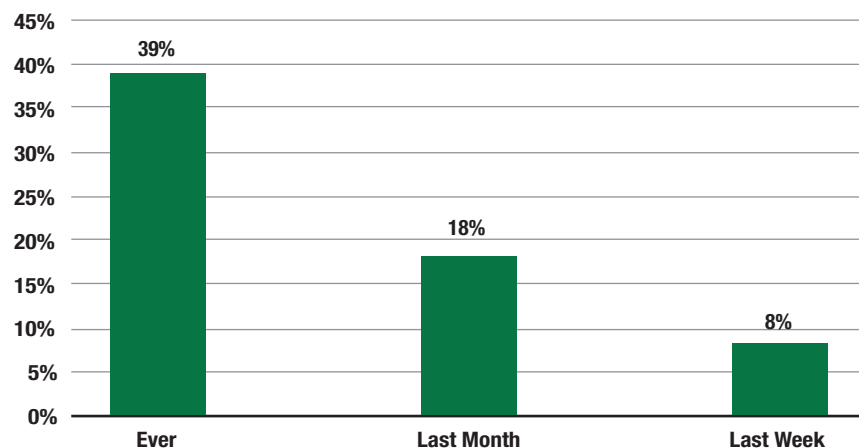


Alternative Delivery Radio

Online Radio

39% of Americans have listened to online broadcasts of over-the-air radio stations or stations available only on the Internet.

Four in Ten Americans Have Listened to Internet Radio



Appendix

The monthly Internet radio audience represents approximately 38 million Americans, and the weekly audience represents nearly 19 million Americans.

The average Internet radio consumer spends approximately five hours a week with the medium.

Profile of the U.S. Population Internet Users and the Internet Radio Audience			
Demographics	U.S. Population	Internet Users	Last-Month Internet Radio
	Percent	Percent	Percent
Men	46	47	54
Women	54	53	46
12-17	11	12	14
18-24	10	11	14
25-34	16	18	22
35-44	19	21	21
45-54	18	20	17
55-64	12	12	8
65+	14	6	4
Student	13	15	19
White	72	74	71
African-American	11	10	11
Hispanic/Latino	11	10	10

Internet Radio Networks:

Yahoo!'s LAUNCHcast

AOL Radio Network

Live 365

MSN

Windowsmedia.com

C. Internet: Based on the information below, we considered several online options to generate additional reach and frequency for the campaign:

- 1. Overall Usage:** According to an April 2004 report on behavior patterns of the Internet generation from the Online Publishers Association (OPA), approximately 72 percent of all 18-34 year-olds are online, the highest percentage of any age group. This age group comprises 38 percent of the total time spent online and 40 percent of the total pages viewed. Additionally, this skew is even more pronounced among 18-34-year-old-men.

Appendix

2. **Target Market Usage:** Our college youth and “Risk Taker” targets are very savvy online users. They not only visit web sites frequently, but also tend to spend more time online than with any other medium. In addition, they use the Internet as a source of interactive entertainment, e.g., sports fantasy leagues, music sites, etc.

VI. Media Budget Allocation: Dollars were allocated as closely as possible to the following breakdown in order to achieve our communications goals for our “Risk Taker,” “Blue Collar,” High School/College Youth and Hispanic targets:

- Broadcast television: 36 percent
- Cable television: 30 percent
- Radio: 20 percent
- Hispanic: 9 percent
- Internet: 5 percent

VII. Support Activities

A. Earned Media

1. National NHTSA press release announcing state-by-state alcohol-related fatality statistics to kick-off YDDYL.
2. National NHTSA Bites and B-Roll package taped and distributed to the television networks and local stations in targeted markets to highlight YDDYL enforcement crackdown.
3. Earned media promotion/exposure of U.S. Secretary of Transportation Norman Mineta’s visit to Bristol Motor Speedway for the NASCAR Nextel Cup Sharpie 500 Race. National television and radio interviews on SPEED Channel, PRN and MRN radio networks, etc.
4. Numerous photo ops with NASCAR officials and drivers with Sec. Mineta during Sharpie 500 including Victory Lane presentation with winning driver Matt Kenseth and winning team owner Jack Roush.

B. Sports Marketing

1. Sharpie 500 Nextel Series Race, Bristol Motor Speedway, August 27.
2. YDDYL spot featured on Bristol Motor Speedway during pre-race of NACAR Nextel Cup Sharpie 500 and the Busch race the night before.
3. Infield signage at Bristol Motor Speedway featuring YDDYL logo throughout all races at Bristol Motor Speedway during the Sharpie 500 weekend.
4. Earned media promotion/exposure of U.S. Secretary of Transportation Norman Mineta’s visit to Bristol Motor Speedway for the NASCAR Nextel Cup Sharpie 500 Race. National television and radio interviews on Speed Channel, PRN and MRN radio networks, etc.
5. Numerous photo ops with NASCAR officials and drivers with Sec. Mineta during Sharpie 500 including Victory Lane presentation with winning driver Matt Kenseth and winning team owner Jack Roush.

C. Product Integration

1. **Telefutura (Hispanic TV Network)**—Production and placement of three storyline integrations for the *You Drink & Drive. You Lose.* message in the network’s Prime Time Novellas (Soap Operas).

Appendix

EXHIBIT 2

2005 Occupant Protection Campaign – “Click It or Ticket”

I. Flight Dates

- A. **Advertising Campaign (Paid Media):** May 16-29
- B. **Enforcement Mobilization Period:** May 23 - June 5

II. Budget

- A. **National:** \$10 million
- B. **States:** \$11.4 million

III. Campaign Geography: This campaign ran nationally, and as directed by the administrator, was supported locally in the following states that have low safety belt usage rates: Arizona, California, Florida, Georgia, Illinois, Maine, Maryland, Michigan, Mississippi, Nebraska, Nevada, New Mexico, North Carolina, Oregon, Pennsylvania, South Carolina, Vermont, Virginia, West Virginia and Wisconsin.

IV. Media Buying Target Demographic

- A. **Primary:** Young men, 18-34, with a subgroup including young men who drive pickup trucks. Overall, the male 18- to 34-year-old demographic is a high-risk group. Since their behavior is strongly influenced by enforcement, they were the primary target audience for this enforcement mobilization campaign.

Media & Lifestyle Preferences:

- TV: Late Night, Sports, FOX Prime, Comedy Central, ESPN, Spike TV
- Radio: Alternative, Classic Rock, Sports
- Lifestyle: Attend rock concerts and sporting events, surf the net and play video games

- B. **Secondary:** “Newly Arrived Latino Immigrants,” men 18-34 who speak primarily Spanish and are unaware of the importance of wearing safety belts and unaccustomed to wearing one.

Media & Lifestyle Preferences:

- TV: Strong preference for Spanish language media – Univision, Telemundo, Telefutura, etc.
- Lifestyle: Enjoys Latin music (listening and dancing), soccer and boxing. Avid radio listeners and high Internet usage on Latino sites only.

- C. **Tertiary:** African-American men 18-34

Media & Lifestyle Preferences:

- TV: Late Night, Music, FOX Prime, UPN, BET, Cartoon Network
- Radio: Alternative, CHR, Rock, Urban
- Lifestyle: Watch NBA, attend rock concerts, go to night clubs, play video games

Appendix

V. Media Strategy: Network broadcast and cable television served as the primary mediums to deliver the 2005 “Click It or Ticket” campaign message nationally. Network radio was used as a secondary medium to build message frequency against our target audiences. Network TV provided us with in-program (within the program) commercial placement, which delivers stronger audience numbers than at-the-break (on the half-hour breaks) spot TV commercial placement.

A. Television Strategy

- 1. Reach:** It is important to reach all members of our male 18-34 demographic, but we wanted to ensure delivery to those in the demographic group who drive a pickup truck. Our programming focused on prime time, late night and sports which continue to be the heaviest viewing times for young men. Broadcast networks such as NBC, FOX, UPN and CBS (late night) not only reaches the male 18-34 audience, but is also effective at reaching those men in the age bracket who drive pickup trucks.
- 2. Frequency:** There are also a number of cable networks that index high and were effective in building frequency against men 18-34. Those networks included: Spike TV, Comedy Central, Turner Sports/Turner Entertainment (TBS, TNT & Adult Swim) and ESPN. Of these networks Spike TV, ESPN and Comedy Central enjoy the highest composition of men 18-34 who drive a pickup truck.
- 3. African-American Audience:** While the Black Entertainment Network (BET) is an effective method to reach the African-American audience, the viewing habits of this group are very similar to those of the general 18-34 male target. Many of the other broadcast and cable TV networks are well suited to reach this audience. Therefore, the dollars allocated to this cable network were somewhat limited.
- 4. Hispanic Audience:** The Hispanic audience needs a language-appropriate campaign. Therefore, television networks such as Univision and Telemundo, which have programming suited for our young male Hispanic target, were included in the buy.

B. TV Programming Strategy

- 1. Reach (through broadcast TV):** In order to build reach with our target, we used the broadcast networks due to their higher ratings performance over the cable networks. Programming listed below generated the highest ratings against our men 18-34 target:
 - Saturday Night Live
 - Conan O’Brien
 - Contender
 - Fear Factor
 - American Idol
 - Enterpriser
 - Mad TV
 - MLB (Various)
 - Smallville
 - WWE Smackdown
 - Blue Collar
 - NASCAR Coca Cola 600
 - NBA (Various)
 - CSI

Appendix

- 2. Frequency (Through Cable Television):** To build frequency we turned to the cable television networks. Their program ratings are not as high as broadcast television networks but their rates are lower. Therefore, we were able to add significant frequency to the campaign through programming such as:

- | | |
|-------------------------------|-------------------------|
| ■ Saturday Night Live | ■ MLB (Various) |
| ■ Turner Movies | ■ NBA Games |
| ■ The Daily Show | ■ Major League Baseball |
| ■ Seinfeld/Friends/Drew Carey | ■ Real TV |
| ■ Law & Order | ■ Adult Swim |
| ■ SportsCenter | ■ Chappelle's Show |

3. Daypart Allocation:

- a. The majority of the weight was allocated to the following dayparts—prime time, late night and sports.
- b. Sports are a particularly good way to reach men 18-34.
- c. During our flight NBA Playoffs were on-air. In 2004, NBA Conference finals were the highest rated or second-highest rated programming reaching men 18-34.
- d. Attentiveness Rating
 - Commercials tend to enjoy higher attention levels if they appear in programming with high attentiveness ratings
 - Sports, especially live sporting events, command very high attentiveness levels
 - Several of the key prime and fringe programming also enjoy high attentiveness levels.

- C. Radio Strategy:** As indicated earlier, radio was used as a secondary medium to increase our reach while generating higher levels of frequency. We focused our spot placement in morning drive (5:30A-10:00A) and afternoon drive (3:00P-7:00P) because these are the two highest listening periods throughout the day for our target audience.

1. Radio ran on national networks like Westwood One, ABC/ESPN Radio Networks, Premiere Radio and Media America that deliver a high concentration of our primary target audience.
2. We also scheduled spots on the following niche networks that either offer specialized programming or have a heavy concentration of stations in a region of the country that has low safety belt usage—Motor Racing Network (MRN), Performance Racing Network (PRN), Dial Global (Rick Dees/Youth Network) and John Boy & Billy Network.
3. Overall, the buy focused on network stations with FM signals because they typically reach our male 18-34 target more effectively than AM stations.
4. Since our Latino target has a strong preference for Hispanic language media, music and radio, we also focused on networks like Hispanic Radio Network (HRN), Univision Radio and Hispanic Advantage Network-ABC that reach the high Hispanic population markets throughout the country.

Appendix

D. Alternative Media

The media consumption habits of men 18-34 continues to evolve. While TV and radio are still primary media vehicles for this age group, they are spending more and more time per week online playing video games, searching the web for sports and entertainment, playing fantasy sports games and downloading music. Subsequently, we included video game advertising on massive advertising network in the 2005 Media Plan. In addition, we expanded our exposure online with advertising on espn.com (ESPN Motion & banner ads) and nascar.com (banner ads).

Video Games Advertising

- More than 70% of men 18 – 34 have become video game players
- The average age of a gamer is 28
- 90% of gamers do not mind in-game advertising in their games
- The Massive Advertising Network -
 - will reach 3.2 million gamers 18 – 34 years old
 - offers flexible timing
 - delivers a large audience
 - provides quick cumulative reach
 - allows for campaign flexibility
 - reached involved users with true interactivity

.Com Advertising

- 27MM men 18-34 use the internet on a monthly basis
- Spend an average of 32 hours online per month
- Consume 3,370 pages/month – 27% more than the average internet user
- Highest share of visits by category – Gaming

Key Usage Statistics, Men Aged 18-34			
	All U.S. Internet Users	Males Age 18-34	Variance From Average User
Unique Users (000)	150,045	26,728	NA
Average Time Online Per User	27 hrs	32 hrs	+18%
Average Pages Per User	2,645	3,370	+27%

Source: comScore Media Matrix

Appendix

Top Categories by Percent Composition, US Males Aged 18-34

	Share of Total Category Visitors	Unique Visitors
Total Internet Users	17.8%	26,728
Gaming Information	25.6%	9,473
Adult	24.9%	19,159
Personals	22.9%	8,643
Sports	22.7%	11,972
Entertainment – Movies	22.7%	8,426
Retail – Sports/Outdoor	22.3%	5,631
Entertainment – Radio/Automotive Resources	22.1%	8,820
Community – Teens	22.0%	4,888
Entertainment – Music	21.9%	14,281

Source: comScore Media Matrix

VI. Media Dollar Allocation

- The 2005 plan focused more on sports programming than what was done in 2004
- Radio will be increased by about 5 percent over last year's allocation due to its ability to reach our target while in their vehicle, and its ability to build frequency efficiently
- Dollars were allocated as closely as possible to the following breakdown in order to achieve our communications goals and deliver the general male 18-34, African-American and Hispanic targets.
 - Broadcast television (FOX, NBC, etc.) – 45%
 - Cable television (ESPN, Turner, etc) – 23%
 - Radio – 20%
 - Hispanic – 10%
 - Alternative – 2%
- This allocation of dollars deliver the following reach & frequency by measured medium:

Medium	% Reach	Average Frequency	GRPs – 1 Wk	GRPs – 2 Wks
Television	72	4.9	176	352
Radio	68	8.1	275	550
Total	91	9.9	451	902

VII. Support Activities

- A. Sports Marketing
 1. ESPN Sport Zone Ticker
 2. ESPN SportsCenter PSA
 3. INDY 500 on Memorial Day weekend: Animated billboard on ABC's broadcast